CANADIAN FARM IMPLEMENTS

1921

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 1 WINNIPEG, CANADA, JANUARY, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

Live Stock for Prince's Ranch

No stock is too good for his Alberta ranch, according to the Prince of Wales, who has been sending over Dartmoor ponies, thoroughbred colts and fillies, and Suffolk chickens.

The Prince's enthusiasm will make other ranchers keen to have equally fine stock.

Our managers will be glad to discuss your farm financing with you.

As the pioneer Bank of Western Canada we are bankers for the United Grain Growers, the United Farmers of Alberta, and the Saskatchewan Co-operative Elevator Company. 456

UNION BANK OF CANADA

HEAD OFFICE : : WINNIPEG

YOU CAN Reduce Your Fire Premiums 50%

Our Hardware Companies have returned 50% of the premium paid (based on board rates) to United States Hardware and Implement policy holders since 1908.

The Canadian Hardware and Implement Underwriters

C. L. CLARK, MANAGER

802 Confederation Life Bldg., Winnipeg

(Operating in Alberta, Saskatchewan, Manitoba and Ontario)

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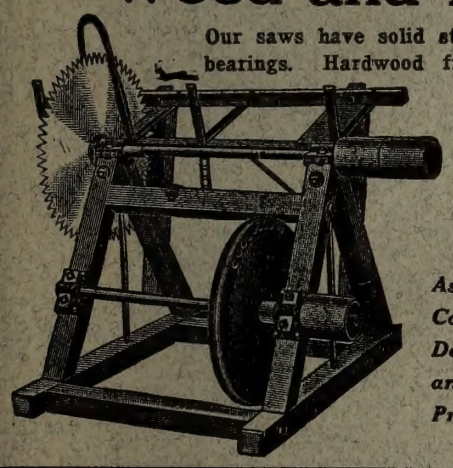
REFERENCE: BANK OF MONTREAL, WINNIPEG

Watson's Hardwood Frame Wood and Pole Saws



Our saws have solid steel shafts and high grade babbitted bearings. Hardwood frame is strongly built and rigidly braced. Heavy, solid balanced flywheel and three 5x6-in. pulleys. Complete saw mandrels supplied separately if desired, also blades in all sizes. Lay in a stock now.

Ask for Complete Details and Prices

WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design Have exclusive features. Easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet; 174 Tooth, 30 feet; 222 Tooth, 38 feet. Send us your orders.

John Watson Mfg. Co.

311 CHAMBERS ST., WINNIPEG, Man.

We carry repairs for Moline Plows, Disc Harrows, Wagons and Drills, also for Janesville Plows and Disc Harrows.

FITTED PLOW SHARES

Shares Stocked at Regina for every make of Plow

PLACE YOUR ORDER TO-DAY

HARROW TEETH PAINTED AND VARNISHED
EVENER WOODS PLOW HITCHES WAGON SETS

CHRISTIANSEN IMPLEMENTS

Land Packers, Mulchers, and Plow Harrows

The House of Quality *We Ship Daily*

Write for Latest Catalogue

Western Implements Limited

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Start the New Year Well

by joining the vast and ever increasing multitude of those who find in Life Insurance the one sure way of protecting dependent ones—while making timely provision for their own future at the same time.

Join the ever increasing number who have found, in the Policies of The Great-West Life Assurance Company, all that can be desired in profitable Life Insurance.

Thus you will obtain protection at low cost, and will secure a share in the remarkable profits that are being paid to Policyholders of

The GREAT-WEST LIFE ASSURANCE Co.

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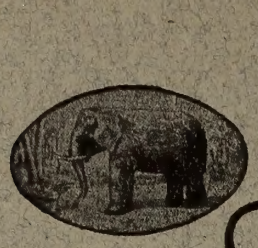
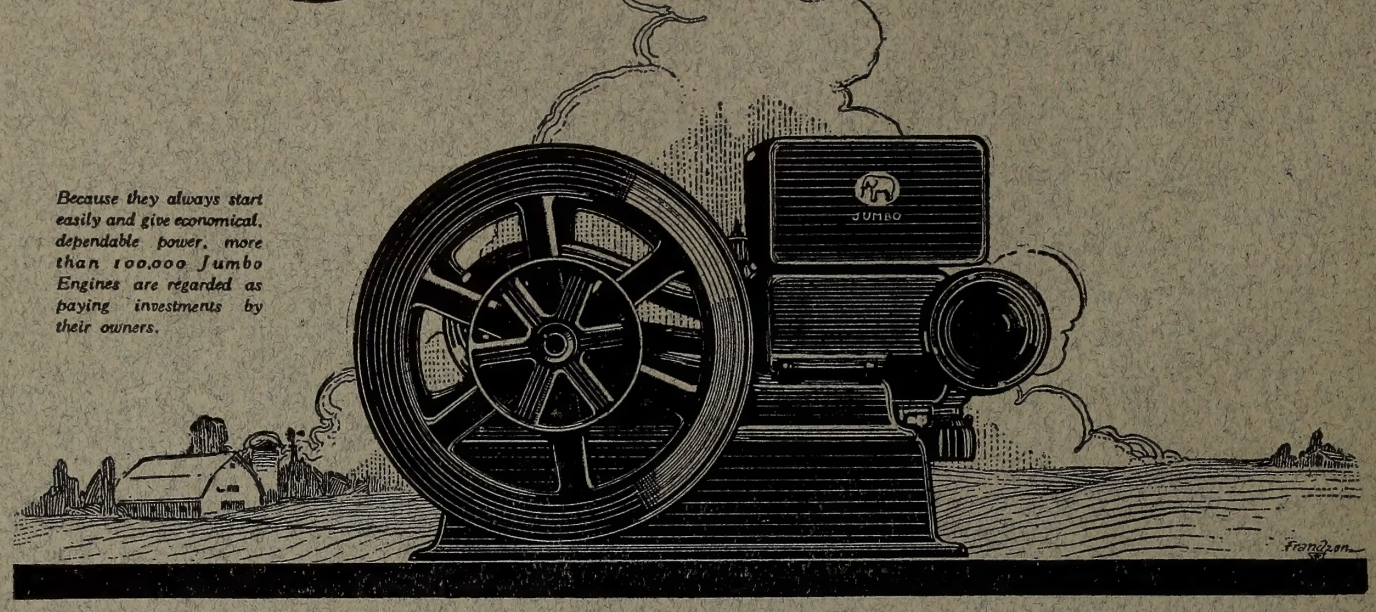
HEAD OFFICE - WINNIPEG

In requesting information ask for a Desk Calendar for 1921



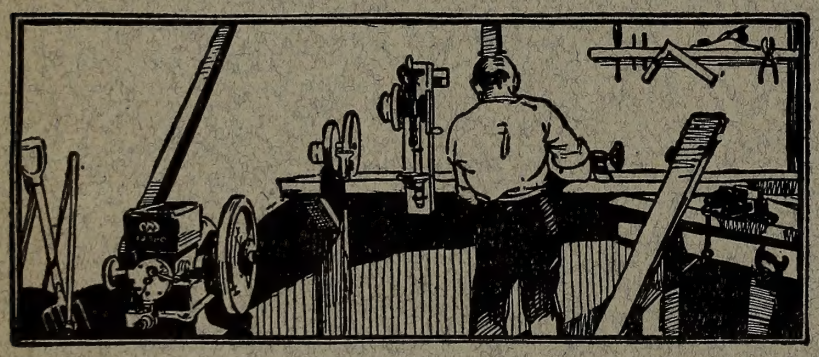
JUMBO FARM ENGINES

Because they always start easily and give economical, dependable power, more than 100,000 Jumbo Engines are regarded as paying investments by their owners.



Sell Jumbo Engines, Feed Mills, Pump Jacks

Profit by Helping Farmers



Points of Jumbo Superiority

Perfect Mixer
A specially designed mixer gives a perfect, uniform fuel supply with either kerosene or gasoline.

Oscillating Magneto
Webster oscillating magneto gives a hot fat spark in all kinds of weather.

Easy Starting
Positive fuel supply and perfect ignition make quick starting easy and sure.

Positive Governor
Positive governor gives even speed under all loads. More power when needed and then *only*, saves fuel.

Sub-Base Fuel Tank
The fuel tank is *cast* in the sub-base, eliminating any possibility of explosions or fuel loss by leakage.

Auxiliary Valve
An auxiliary valve does away with the fuel pump and keeps plenty of fuel in the mixer.

Get Ready for Spring

Now is the time for farmers to make repairs and improvements and get ready for the rush of spring and summer work. Show them how to rig up a repair shop. A few feet of line shaft and belt, some hangers and pulleys, a drill press, an emery wheel and a ***Jumbo engine to drive them*** make valuable repair equipment.

Help the farmer to plan his shop and then sell him all the equipment. You will profit on the sale in cash and in the good will which brings future business. Jumbo engines will do all the farmers' odd jobs—pumping water, grinding feed, cutting wood, running a dynamo and separator—supplying portable power when needed. 1¾ to 12 H.P.

Write for full information on Jumbo Engines and how we help you to sell them

NELSON BROTHERS COMPANY

SAGINAW — *Also Makers of the Famous Line of Jumbo Motor Trucks* — *MICHIGAN, U.SA.*

Look For The
EAGLE
Our Trade Mark

CASE ON TOP SINCE 1842

Opens the Road to Success

DEALERS who are awake to the sale and good-will value of honestly built power farming machinery with a reputation for satisfaction over a period of 79 years, contract for the sale of Case machinery as their principal line for 1921.

Every farmer who is cultivating a profitable acreage is a propect for a Case tractor. Most farmers who now have a tractor are prospects for a Case galvanized steel-built thresher, hay baler, silo filler, Grand Detour plow or tandem disc harrow.

Every thresherman who needs a new outfit is a live prospect for a Case steam or kerosene tractor and threshing machine.

State Highway Departments, County Commissioners, Street Committees of Municipalities, and Road Building Contractors are potential purchasers of Case tractors (either kerosene or steam), road graders, rock crushers or steam rollers. Case prospects are everywhere.

Case sales run into big money, and every Case sale lays the foundation for future Case sales. If you are a dealer who believes in service to the purchaser, not only for the profit that's in it, but also for the sake of service, we suggest you investigate the Case way that will open your road to success.

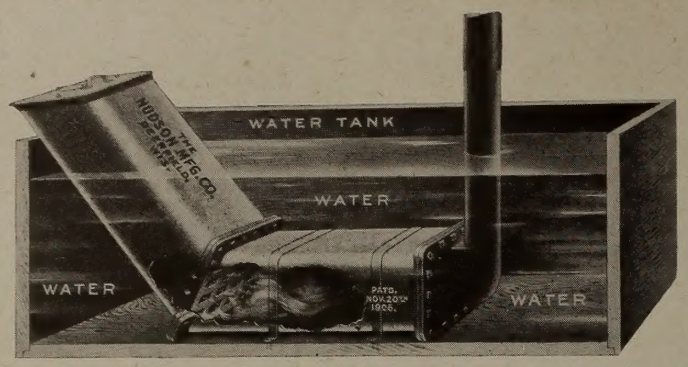
J. I. Case Threshing Machine Company
Dept. A 216 RACINE, WISCONSIN

CASE

TRADE MARKS REG U S PAT OFF AND IN FOREIGN COUNTRIES

KEROSENE TRACTORS

"NOTICE; We want the public to know that our plows and harrows are not the Case Plows and harrows made by the J. I. Case Plow Works Co."



A Big Winter Money Maker

NELSON TANK HEATER

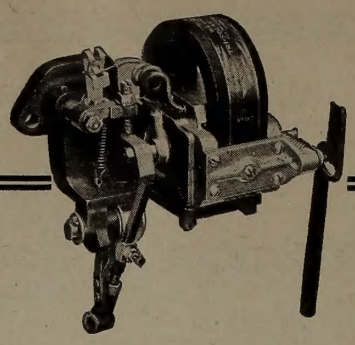
EVERY FARMER needs one. Stock fattens quicker and dairy herds produce more milk on warmed drinking water. In winter live stock usually get more dry feed than in the warmer months, and therefore need more water to moisten the food and facilitate digestion. Stock will not drink the water they should when the water is almost at freezing temperature—therefore, from the standpoint of feed economy and healthful condition of the animals, a Nelson Tank Heater is necessary farm equipment. Keeps water at 70 degrees. Burns straw, cobs, rubbish, wood or coal. Every one guaranteed. 150,000 satisfied users. Many superior selling features. Carry a good stock and prepare for a big season.

Address nearest branch of the

Metal Shingle & Siding Company, Ltd.

Winnipeg Saskatoon Calgary Preston Montreal and Toronto

HUDSON MFG. COMPANY - Minneapolis, Minn.



"WEBSTER MAGNETO—Equipped Engines Sold Here"

The day that sign goes over your door the fact that you sell farm engines will have an added significance to your trade. Because farmers everywhere have come to know the Webster as the most unfailingly dependable magneto. Over 600,000 of these magnetos are to-day rendering unusual service all over the country.

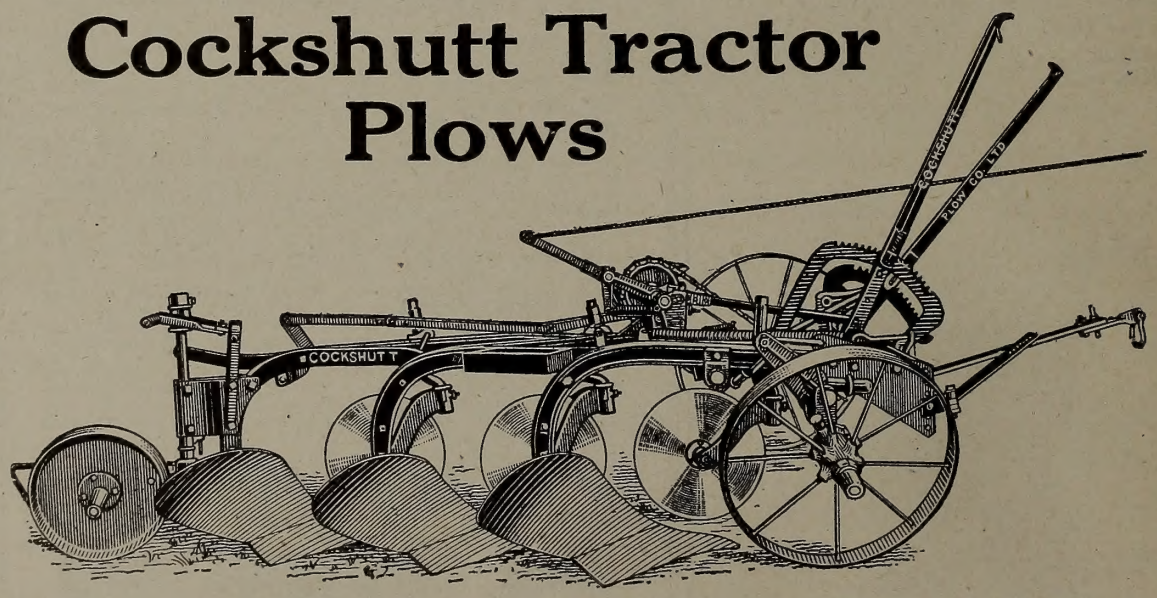
The dealer who sells a line of engines equipped with the Webster makes his sales with less effort, and his engines STAY SOLD. For it is a well known fact that 90% of all engine troubles are due to faulty ignition.

Fortify yourself against "come backs" due to poor ignition. Stock a Webster-equipped line. 85% of the manufacturers of farm engines using make-and-break ignition now supply the Webster as Standard equipment.

WEBSTER ELECTRIC COMPANY
RACINE, WISCONSIN, U. S. A.

Cockshutt Tractor Plows

We can supply independent beam plows in 5, 6, 8 and 10 furrow sizes, also a full line of Tractor Disc Plows, Drills Harrows, etc.



Built in 2, 3 and 4 Furrow sizes, with Stubble or Breaker Boards. 12″ or 14″ Bottoms. Ask for special folder.

The easiest sold line of Plows in Western Canada. Their reputation for splendid work in any soil and with any make of tractor make them the best "self-sellers" you ever handled.

The Cockshutt is a plow specially designed by experts for Tractor plowing. Has heavy beams, heavy braces and substantial construction all through yet it's surprisingly light in draft. This is due largely to the correct design of the bottoms—they turn clean cut furrows. Two easily reached and readily operated levers set the plow for its work. Can be hitched to any make of tractor. Adjustments up and down as well as sideways, are provided. A plow that "stays sold" and makes firm friends for you with your customers.

This is one of the most popular of a complete line of Cockshutt-Frost & Wood Implements. Backed constantly by generous advertising and dealer service. Write our nearest Branch Office.

Cockshutt Plow Company, Limited

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

CANADIAN FARM IMPLEMENTS

Vol. XVII., No 1 WINNIPEG, CANADA, JANUARY, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

Increasing Volume in Farm Engine Business

At the present time there seems to be a hesitancy on the part of some dealers to push stationary engines. This may arise from the thought that the tractor will put the stationary engine out of business, or is possibly due to the competition of mail order concerns in this side of the business. While the tractor is invaluable for belt work, the time will never come when the tractor will be used for doing such work as running a washing machine, lighting plant, cream separator or churn.

The farmer does not consider if his wife washes on Monday, if on that day he wants to use the tractor in the fields. Nor will he stop plowing with the tractor to pump water. In short, the farmer is not going to put his tractor to work where a small stationary engine can be just as useful and more economical. Where real heavy belt work is needed the tractor will be used, but for all other farm power requirements the stationary or portable gas engine will be employed.

Engine Sales and New Business

The gas engine opens a new field for the sale of power machinery. The farmer buys an engine with a view to saving physical labor and reducing the cost of hired help. When he has the engine he will want to use it for as many jobs as possible. He will want a power feed grinder, a fanning mill, a power washer and a pump jack or two. It will not be a hard matter to induce him to consider an electric lighting plant so long as he has the power to run it.

At this season of the year the dealer should make a special drive for engine business. The farmer in spring wants his help in the field, and these days hired help is too expensive to use for doing chores. In the fall an engine will allow him to dispense with some of his help.

To sell gas engines the dealer should know the engine from bed plate to combustion chamber. If he does not he should have a man who has an interest in engines, who is mechanically inclined and who likes to analyse engine complaints. In short, an engine enthusiast in the dealer's business is a valuable factor. Whether this is the dealer himself or one of his clerks, such a man will cost little compared with the profit that he can produce.

It is too often contended that the dealer can't meet mail order competition in the engine business. It is true that this type of engine offers price inducements, but there are engines, plenty of them, which the engine dealer can sell on the basis of mechanical quality.

The Choice of a Line

The dealer not only wants an engine of quality, but he wants one that is well advertised, and which accordingly is well known. In other words, he doesn't want to have to pay the full expense of pioneering in his territory. He wants an engine also on which he can control all the territory he can work. He doesn't want an engine that is sold in every town around him, for unless all the dealers in that particular territory are of the same mind, it may be hard to keep up the price and for all to conform to the same ideas of engine service. Get a good engine, get all the territory that can profitably be handled—not any more—and then get out and talk quality and get the business.

The sales may come slowly at first. There may be engines of all kinds and descriptions sold all around such a dealer. But every sale this dealer makes is a good one, a profitable one, and is made to a satisfied customer. A dealer can promote more sales through a satisfied customer than he could hope to make by competition in price. Let the farmers know that your engine costs a little more than any other.

Watch that price question. Don't balk on it. Say your engine costs more but is worth more. That sets them thinking. They wonder how you could get away with the price unless the quality is there; they become interested. Before you know it they have inquired from some of your customers about the engine they bought from you and they are ready for you to place another engine in your territory.

Quality Always Pays

The writer talked recently to a firm in Saskatchewan who had made a phenomenal success of the engine business. In reviewing the engine business, one of the two dealers in this concern said: "When we started to sell engines we were 'leary' of some of the cheap engines being sold. We had a reputation to consider, and did not want to damage it by selling an engine that would not give complete satisfaction. So we decided to handle a real engine and make our sales on the basis of quality rather than on the basis of a competitive price. We took on the X—— engine, and for the first year sold only a few. Farmers thought the price too high, as a general rule, but we hung onto the ideal of engine quality. In a short time we began to notice that some of the engines being sold by our opposition were having trouble. Complaints came in, and the service expense must have been heavy. All the while our line, as we sold it, ran right along and gave no trouble, and we soon found that our engine demand had doubled. Now we have an established reputation in this territory for our line of engines, and we have proved that the cheap engine is a poor advertisement for the dealer. We are convinced that in engine trade it pays to get the agency for a good line and to stick to it. Quality pays, and eventually the quality engine will win out."

Fifty miles away, in a small town, we ran across another engine enthusiast. When the farmer approaches the place of business of this dealer he is up against engines right away. He finds a show window with an engine belted to a grain grinder. Inside he finds engines on the floor. In fact engines are everywhere, but do not monopolize the space. This dealer shows engines, cream separators and pump jacks. He has a line shaft by which any kind of power machinery can be operated. We noticed a lighting plant and a fanning mill belted up to the shaft.

One of the principles this dealer employs in keeping engines moving is to talk engines all the time. He does not contend that sales come that way, but he impresses engines on the mentality of the customer. On every occasion he shows the customer a certain size engine, which he thinks is the proper size for that farmer to have, then talks up its good points. Soon the farmer will inquire the price. The farmer probably will say the price is too high for him, and that gives the dealer an opening for his quality talk.

The dealer need not hesitate in handling stationary or portable gas engines. The demand is as good as ever. The practicability of a reliable engine has been established beyond the faintest shadow of a doubt. The tractor can't replace the small engine. It takes but a small amount of capital to get started in this line, it doesn't take a vast amount of technical knowledge, and the profits are worth striving for.

In the quest for profitable business do not overlook the sale of a quality line of engines. Profits are there in plain sight. Leave it to the internal combustion engine to "combust" some of the fallacies about there not being profits in the implement business. Leave it to the engine to put the necessary power in your business to bring the proper and legitimate returns.

Factors Affecting the Farm Equipment Industry

In recent addresses to the conventions of the implement dealers' associations in Indiana and Michigan. Floyd R. Todd, Vice-president of Deere & Co., Moline, Ill., gave some interesting comments on the present situation in the industry. He said in part:

"There are a great many items

which the farmer requires for his daily needs that are very much higher in price, as compared to 1914, than farm products, but when it comes to implements there is not a great discrepancy.

"In order that I might properly analyze the increase in the price of implements, I have taken our entire year's sales, including repairs, during the year 1916 and figured them at the prices maintaining at the opening of that year, which were the same as pre-war prices. Then I have taken the same number of goods and repairs and figured them at the price that we are charging for the spring of 1921. This shows an increase in price of 92 per cent.

"While it is true that this percentage is somewhat higher than the percentage increase in the value of the products of the farm, listed above, it must be borne in mind that wheat went from 80 cents a bushel in July, 1914, just before the war broke out, to $2.00 a bushel in 1916, before implements were advanced at all to the farmer.

"During this period of time the increased cost of wheat and other food and clothing products raised upon the farm, was finding its way through wholesale and retail channels to the final consumer. This, of course, made necessary advances in wages. Finally, these wage advances found their way into the products of labor and the farmer commenced to pay higher prices for the things that he bought.

"In the deflation of commodities, the course of affairs is reversed. The farmer's products must first go down and when these decreasing costs, travelling through the proper channels, find their way to the consumer's pocket and are in turn reflected by a decrease in wages, then the products of labor will commence to decline. The reduction of wages, however, is a slow process, and for some time, at least, the farmer is going to find that his products will decline in a larger percentage than does the price of the finished, labor-produced articles that he buys.

"This economic fact, however, should not prevent the farmer from prospering, neither should it deter those who are interested in the implement business from doing business in a normal and logical way.

"The cost of commodities that enter into implement construction was never as great as at the present time. The advances that have occurred since a year ago run from five to sixty-nine per cent. Pig iron, the basic material used in implement construction, has gone up in the last year as much is it did during the entire war period. In addition to this, labor has advanced 11 per cent, and all together the implement cost situation is such that were it not for the weakness of farm products very substantial advance would have had to be made in the selling price of our tools.

"The price of the farmer's products definitely fixes the cost of living; the cost of living inevitably determines the wage scale, and the price charged for the products of labor is regulated by these factors. It takes some little time for the change in the price of farm products to be reflected in wages themselves; this is true whether the change in price is up or down.

"Applying this to the implement business, you find that in July, 1914, when the war broke out, the price of wheat was 80 cents a bushel. It was almost two years after that date, during which period the price of wheat had gone to $2.00 a bushel, before the price of implements was advanced to the farmer, and now that the price of wheat and other farm products is declining, the farmer must expect that there is going to be some little lapse of time—perhaps not as much as during the period of advances—before this decreased price is going to find its way into the cost of implements and other commodities that he purchases. He had altogether the best of it when the market went up—he is going to have to be a little patient in the readjustment down.

"We must also have in mind, in this industry of ours, that our prices never went upward in proportion to the price of wheat or other farm products, and that during the entire period of the war, until a very recent date, the purchasing power of the farmer's crops, in terms of implements, has been much greater than during normal times.

"Implement costs were never so high as at present, as will be evidenced by the following table which shows the contract prices that we pay at our factories for materials delivered at Moline, Ill., and the cost of labor employed during the years 1915, 1919 and 1920, together with the percentage of increase in the cost of these commodities in 1919 and 1920, respectively, over 1915, and in 1920 over 1919:

"From the above it will be seen that the percentage increase in cost of the principal materials and of the labor entering into implement construction, is very much larger than the percentage increase in the price of implements.

"In passing, let me call attention, especially, to the large increases that the implement industry is paying in 1920 over 1919, principal among which is the increased cost of pig iron, which is the basic commodity that determines the cost of implements. The delivered cost of pig iron in 1919 was $29.40, and in 1920 it was $44.95. During the entire course of the war pig iron only went up 109 per cent. The advance in the price of pig iron in 1920 over 1919 is another 109 per cent, or an amount equal to the total increase in cost during the war making present day advances 218 per cent over pre-war prices and 53 per cent over the price of last year.

"The implement industry should have had, to meet these increased costs, further increases in price of from ten to fifteen per cent. That these increases were not put on this fall is due to the fact that farmers' products were so declining that we have seen fit to operate with little if any profit, so as to help the country get back more nearly to a normal basis.

"With the full knowledge of these facts in the hands of the dealer I see no reason why he should not be able to convince his farmer customer that even now implements are cheap.

"I believe that during the next year there will be a substantial readjustment downward in the price of pig iron and those highly finished steel products, such as soft centre steel, disc harrow and coulter blades, and all other commodities in which the advances have been inordinately high, as indicated by the table shown. I do not expect, during this period, that any considerable reduction will be made in the price of common steel bars. The U.S. Steel Corp. has already taken the inflation out of this commodity and reduced it to the present labor basis.

"I believe that as a result of these conditions the commodities which we buy will be reduced to a level of the prices maintaining in the fall of 1919 or the early spring of 1920. In connection with this, there will probably commence to be readjustments in the price of labor. These reductions which I forsee should enable the implement industry to modify its prices for the spring trade of 1922 to about the level of those maintaining when original contracts for the spring trade of 1920 were made.

"After the taking of this first slack out of prices, the readjustment to the new normal level will be a gradual one, requiring, in my judgment, at least, ten years of time. You cannot quickly reduce wages and it is not well for the country that this should be done. As the cost of products is largely made up of labor, the process of reducing these costs is a slow one.

"In 1867, common iron bars were $4.50 f.o.b. Pittsburg, which was substantially twice the price maintaining at the time the war opened. Common steel bars today are 105 per cent higher than when the war opened, so that price history has repeated itself on this very important commodity.

"Aside from the somewhat radical decline that occurred in the prices of iron and steel in 1867 to 1868, that is, during the third crop year after the Civil War, the readjustment in prices was a a gradual one, extending over a long period of years, it being substantially ten years' time before a level of prices was reached which was comparable with the one preceding the opening of the war."

COST OF MATERIALS UNDER PURCHASE CONTRACTS IN MONTH OF NOVEMBER, 1915, 1919 AND 1920, WITH PERCENTAGE INCREASES

Material	1915 Cost Del.	1919 Cost. Del.	1920 Cost Del.	% of Increase 1919 over 1915	% of Increase 1920 over 1915	% of Increase 1920 over 1919
Bessemer Steel Bars	1.38 cwt.	2.70 cwt.	2.84 cwt.	95.7%	105.8%	5.1%
Common Iron Bars	1.35 cwt.	2.70 cwt.	3.89 cwt.	100. %	188.1%	44. %
Old Rail Steel	1.15 cwt.	2.55 cwt.	3.65 cwt.	121.7%	217.3%	43.1%
Cold Rolled Steel	1.65 cwt.	3.75 cwt.	4.74 cwt.	127.2%	187.2%	26.4%
Sheet Steel No. 9 and No. 10 Ga	1.67 cwt.	3.90 cwt.	4.04 cwt.	133.5%	144. %	3.5%
Soft Center Plow Steel (Reg. Mold. Shares)	4.65 cwt.	9.85 cwt.	11.49 cwt.	111.8%	147. %	16.6%
Disc Harrows—Base	2.90 cwt.	7.35 cwt.	8.99 cwt.	153.4%	210. %	22.3%
Coulter Blades, 15x5-32	40.00 c.p.	85.00 c.p.	103.00 c.p.	112.5%	157.5%	21.1%
Pig Iron	14.10 g.t.	29.40 g.t.	44.95 g.t.	109.5%	218.7%	52.8%
Malleable	3.30 cwt.	8.25 cwt.	12.00 cwt. to 14.00 cwt.	150. %	263.6% 324.2%	45.4% 69.6%
Yellow Pine Pole Stock	40.00 m.f.	75.00 m.f.	110.00 m.f.	87.5%	175. %	46.6%
Cotton Duck 47 inch No. 7	32.00 c.y.	....	....	....	....	....
Cotton Duck 47 inch No. 8	....	84.00 c.y.	114.75 c.y.	162.5%	258.5%	36.6%

AVERAGE HOURLY WAGE PAID FOR NOVEMBER IN 1915, 1919, 1920, WITH PERCENTAGE INCREASE

	1915	1919	1920	% of Inc. '19 over '15	% of Inc. '20 over '15	% of Inc. '20 over '19
Labor	.2983 hr.	.6266 hr.	.696 hr.	110.08%	133.32%	11.07%

Lawyers insist that home-made wills won't hold water.

"Old Number One," the first OilPull, built in 1909, has worked ever since and isn't half through. Repairs cost less than 5c a day. Owned by Frank Schultz, Agar, S Dak.

OilPull Number 174, built in 1909, 12 years ago. The owner, C. J. Chandler, Lincoln, Kan., says it will last another decade. The only renewed parts of motor are four piston rings.

OilPull Number 314, owned by F. Gasperich, Onida, S. Dak. Built in 1909, it has cropped from 600 to 900 acres a year. Pulls eight bottoms in soil so tough that eight horses can't pull a single bottom.

"The Swamp Angel," so named by proud admirers in Northern Indiana for its ten years' work in the muck of the famed Kankakee. Has a record of marvelous performance and economy.

OilPull Number 437, bought in 1910, owned by James Moss, Blue Island, Ill. Is still "young" after 11 years of hard, faithful work on the farm, and moving buildings at odd times.

Sell a Tractor on Performance —*not* Promise

THAT'S the one right way to sell a tractor—not on promises of what it may do, but on the record of what it actually has done over a long period of years in the hands of thousands of owners.

Rumely dealers make effective selling capital of the remarkable twelve year performance record of the OilPull Tractor.

The first OilPull tractor, built over twelve years ago, is still on the job. And hundreds of other old OilPulls—still going strong—prove that unusually long life is the rule with the OilPull, not the exception.

And the OilPull you sell today has the same basic features of design, greatly improved and refined through twelve years of field use and constant factory tests. That is why the OilPull is, as it always has been, cheapest in cost per year of service.

The OilPull tractor has for years held all the world's official tractor fuel economy records. It is the only tractor with which is given a written guarantee to successfully burn kerosene at all loads and under all conditions.

Economy of upkeep is as marked. Less than $200 has been expended on "Old Number One" for repairs during its twelve years of continuous work.

It is but natural that your customers should prefer a tractor with a record of performance such as this and in addition you have the assurance of such splendid features as 25% overload capacity, cooled with oil, double system of lubrication, Hyatt Bearings, and Rumely service including a factory trained expert for every ten tractors in use, scattered throughout the length and breadth of the land.

Rumely dealers have four sizes to offer the tractor buyer—12-20, 16-30, 20-40 and 30-60 H. P. If you are interested in representing the Advance-Rumely line in your locality, get in touch with us immediately or with our nearest branch office.

ADVANCE-RUMELY THRESHER COMPANY

Calgary, Alta.
Saskatoon, Sask.
Toronto, Ont.
Regina, Sask.
Winnipeg, Man.
Edmonton, Alta.

ADVANCE-RUMELY

Implement Manufacture in the U.S.

In the implement industry in the United States, the manufacturer is confronted by the general belief of the public that, because certain commodities have receded somewhat in price, all commodities should at once go back to pre-war levels. This is the viewpoint he confronts on the marketing side.

On the manufacturing side he faces the highest costs for his raw materials, fuel, labor and transportation that the industry has ever known; he also faces the certainty that labor and transportation costs will not soon be reduced and he sees no sign that raw material and fuel costs will be any lower in the near future.

In this industry it is not a case of maintaining prices in order to get rid of goods manufactured at abnormal costs. When the supplies of raw material now on hand are exhausted, the implement maker must go into the open market and continue to pay current high prices.

Based on the lowest obtainable market prices, the following figures strikingly show the conditions under which the farm implement maker must make his plans and contract for materials to manufacture machines which the farmers of the country will need to till their soil and harvest their crops this year:

Percentages of increase in cost of commodities.

Transportation and labor between October 1, 1914, and October 1, 1920.

Coke increase, 263 per cent.
Coal increase, 266 per cent.
Iron increase, 257 per cent.
Steel increase, 104 per cent.
Freight rates, 101 per cent.
Wages increase, 152 per cent.

The items listed are the principal elements of the cost of farm machinery. The costs of coke, coal, pig iron and steel are chiefly determined by the wages of the labor required to produce them, and by the expense of transportation. The recent heavy advance in freight rates was made by a government board working under a federal law. Its purpose was to enable the railroads to meet an advance in wages fixed and prescribed by a government board, and to provide for improvement of transportation facilities.

Take, as an example, figures from a Minnesota manufacturer of trucks, sleighs and harrows, as given in Implement Age. They deal with the increase in materials and labor in producing the line stated. The percentages of increase are as follows:

Truck	128% increase
Complete wagon	104% increase
150-tooth harrow	270% increase
Oak lumber	334% increase
Maple lumber	463% increase
Fir lumber	264% increase
Gum (for box)	426% increase
Iron	241% increase
Castings	540% increase
Malleable iron	100% increase
Paint	130% increase
Common labor	150% increase
Machine men	173% increase
Helpers	150% increase

Figures of similar purport might be quoted almost indefinitely, and they all would serve to prove the contention of the farm equipment manufacturer, first, that his increases have not kept pace with the rising cost of raw materials and labor and, second, that the increases in the last year have been as great, in many instances, as in a period of several years just previously.

Canada's Implement Industry

Figures from Ottawa show that during 1919 agricultural implements to the value of $36,703,943 were manufactured in Canadian plants. The total capital invested in the industry was $83,276,450, of which $77,693,500 was in Ontario. The figures given show that 86 implement and farm equipment plants are in existence in Canada, the number by provinces being as follows: Ontario, 51; Quebec, 20; Manitoba, 7; Saskatchewan, 3; Alberta, 3, and Prince Edward Island, 2.

Under the item of capital invested, the report states that $13,377,642 was invested in land, buildings and fixtures, $7,156,394 in machinery and tools, $34,521,-554 in materials on hand, stocks in process and finished products on hand; $34,000 in fuel and miscellaneous supplies and $28,220,-860 in trading and operating accounts.

Over 10,800 employees were reported, with a total in salaries and wages amounting to $11,858,-013. The average wage of operatives was from $20 to $24 per week. Raw materials to the value of $16,520,146 were used, steel to the amount of 65,843 tons, iron and steel castings, 40,055 tons and 20,769 tons of malleables. Over 42,986 M feet of lumber was used, with a value of $2,051,030. The total output of all products aggregated $36,703,943, the leading lines and values being; 27,912 drills, $3,560,631; 70,372 plows, $3,355,773; 29,949 harvesters, $5,-169,075; 5,691 threshers, $3,071,-078, and 1,827 tractors with a factory value of $865,063.

Canada's implement exports to the U.S. have risen greatly in recent years. In 1919 we only sold implements to the value of $250,000 to the U.S.; in 1920 this had increased to, roughly, $3,250,-000. In contrast to this the sales of U.S. implements in Canada have dropped from over ten million in 1918 and nine million dollars in 1919 to, approximately, $7,000,000 last year.

DeLaval Issue Chart

The Dairy Development Department of the DeLaval Separator Company has just prepared an Educational Dairy Chart, which is very attractive and contains educational material of real value. The chart is being distributed to rural and other schools where agriculture is being taught, county agricultural agents and others interested in encouraging better dairying methods.

The DeLaval Separator Company has always co-operated with movements for the benefit of the dairy industry. Some of its most valuable work has been done through the distribution of educational booklets.

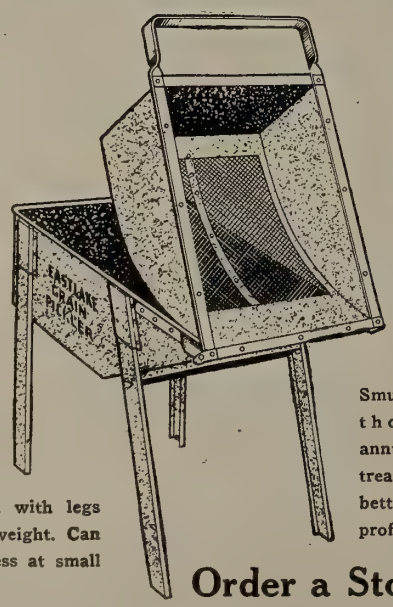
I. H. C. Announce Dividend

The first week in December the International Harvester Co., Chicago, declared a stock dividend of 2 per cent, and its regular quarterly dividend of 1¾ per cent on common stock. On Sept. 15, says a report, the company declared a 12½ per cent dividend.

Guarantee Your Customers Clean Seed by Selling Them

"EASTLAKE" Grain Picklers

Made of Heavy Galvanized Iron. Strongly reinforced. A strong, well-made Smut Destroyer, at a price that meets any competition.



Note the position of strong, galvanized mesh. Grain can be dumped rapidly without wasting any solution. Saves its cost in a single season.

Smut causes a loss of thousands of dollars annually. "Eastlake" treated seed means better yields and bigger profits.

Crated for shipment with legs detached. Light in weight. Can be shipped by Express at small cost.

Order a Stock—*NOW*

Immerses and Treats EVERY KERNEL

The Pickler season is here. Your business depends upon the success of your customers. The use of thoroughly clean, treated seed grain is essential. With the "Eastlake" Grain Pickler, the farmer can immerse his seed for a few seconds or several minutes as desired. Using the "Eastlake" he assures the complete eradication of smut balls, and prevents possible loss. A low-set, strong and efficient pickler with ample capacity for any farm. Display one on your floor right away. Profitable business will follow.
Concentrate on "Eastlake" Products this year. A complete line of Galvanized Shingles, Siding, Eave-Trough, Well Curbing, Culverts, Tanks, Garages, Portable Granaries, etc. Ask for illustrated literature and agency proposition.

The Metallic Roofing Co., Limited
Manufacturers
797 Notre Dame Ave. WINNIPEG, MAN.

PUMPS AND Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

Prosperous farmers are your best customers. De Laval Separators and De Laval Milkers bring prosperity to the farmers who use them.

Now is the time to see about the De Laval Contract. Perhaps we need a separator or milker agency in your town. If you think we do send your application to nearest office.

THE DE LAVAL COMPANY, Ltd.

MONTREAL PETERBORO WINNIPEG EDMONTON VANCOUVER

50,000 Branches and Local Agencies the World Over

Sooner or later you will sell the

De Laval

Cream Separator or Milker

With the Manufacturers

The Ronald-Smith Cultivator Co. Ltd. has been incorporated at Regina. Capital is given as $25,000.

The J. I. Case Threshing Machine Co. has purchased a four-story building at Atlanta, Ga., to be used by its branch house there.

The Baymac Tire & Rubber Co. has been incorporated at Grimsby, with a capital of $150,000.

The J. I. Case T. M. Co. is erecting an addition to its branch at Syracuse, N.Y., to cost $90,000. The addition will be two stories, 100x150.

The B. & V. Motor Co. has been incorporated at East Moline, Ill., with a capital of $6,500,000 to manufacture motors, appliances, etc.

The capital of the Metal Specialty Co., Regina, has been increased from $10,000 to $25,000 by the issue of two hundred and fifty new shares.

The Brantford Computing Scale Co. will shortly commence the manufacture of motors and cream separators in a separate plant west of the city.

The International Harvester Co., in January, will begin the manufacture of a new type of light speed motor truck at its plant in Springfield, O.

According to a report from Akron, O., the International Harvester Co.'s motor truck plant in that city has announced a 20 per cent increase in production.

Albertson & Co., Sioux City, Iowa, makers of motor repairing tools, have recently completed a modern daylight factory building, which stands on a five-acre tract.

Oliver Chilled Plow Works, South Bend, Ind., is drawing plans for five new structures which will increase its facilities for the production of tractor plows.

Holley Carburetor Co., Detroit, Mich., has added a new building which doubles its capacity. The new building will be used in the manufacture of the N-H carburetor.

J. E. Burnett has been appointed general sales manager for the Parrett Tractor Co., Chicago Heights, Ill. Mr. Burnett was formerly with the Dayton-Dawd Co., Quincy, Ill.

The Madison-Kipp Corp. of Madison, manufacturer of lubricating systems for tractors, machinery, etc., is moving its new three-storey manufacturing plant and started operations January 3.

The department of street cleaning of New York City has awarded a contract to the Holt Mfg. Co., Peoria, Ill., for fifty caterpillar tractors to be used in clearing the streets of snow in lower Manhattan.

The Antigo Tractor Co., Antigo, Wis., has purchased the plant of the Murray-Mylrea Co., in which its tractors have been produced. The company has increased its capital stock from $500,000 to $1,000,000.

The Timken Roller Bearing Co., Canton, O., has published two booklets, the title of the first being "The Companies Timken Keeps," containing a list of all the automobile manufacturers using Timken bearings.

The International Harvester Co., Milwaukee, contemplates the erection of a new warehouse at its plant in Milwaukee. The plans call for a brick and steel structure, 100x150, but the date of beginning construction is indefinite.

A. Hemme Sons & Company, Limited, are a firm, incorporated recently, who are manufacturing animal traps, root seeders and weed-destroying machines at Elmira, Ontario. Their factory is a brick building 28x133 feet.

Modern Implements, Ltd., has been incorporated at Walkerville, Ont., with a capital of $100,000 to manufacture farm implements and tractors. The incorporators are C. D. Donaven, W. J. Davidson and Thos. S. Biggar.

The Turner Mfg. Co., Port Washington, Wis., will erect a new foundry, 80x120, to cost $50,000. Work will be started about March 1. The company is planning a program of plant expansion to start this year.

The Gill Mfg. Co., Chicago, Ill., will erect a one-storey plant, 81 x 120, at a cost of $21,000. For the present the building will be used for storage, but later will be equipped for the manufacture of piston rings.

The International Harvester Co. has announced plans for a $3,000,000 investment in New Orleans, La., which will include a complete terminal plant for distributing tools, machinery and twine, a thirty-acre site having been obtained.

It is reported that the Ford Motor Co. has abolished territorial restrictions on the sale of Ford cars, trucks and tractors. Under the new plan it will be permissible for any dealer to solicit and sell in any territory without regard to other dealers.

The Holt Farm Light Co. has been organized and incorporated at Toledo, O., with a capital stock of $1,000,000. It will take over the business of the Automatic Light Co. of Ludington, Mich., whach has been manufacturing the Holt light plant.

The Hercules Co., Evansville, Ind., is being organized by William H. McCurdy as a consolidation of the Hercules Buggy Co., Hercules Wheel Co., Hercules Body Mfg. Co., Indiana Color & Varnish Co., and Hercules Gas Engine Works.

The Tiger Tire & Rubber Company, Limited, expect to commence the manufacture of auto tires and tubes at Belleville, Ontario, early this month. They have erected a factory there 250x60 feet, and will employ about twenty-five hands at the start.

Henry Ford and Edsel Ford are reported to have become associated with Ehrich & Graetz, a German firm making lighting fixtures and similar products, for the purpose of establishing a factory for the manufacture of Fordson tractors in Germany.

Clifford F. Messinger has been appointed general sales manager of Chain Belt Co., Milwaukee, manufacturers of Rex chains, concrete mixers and elevating and conveying machinery, to succeed L. C. Wilson, who has resigned to become secretary of the Federal Malleable Co.

Articles of incorporation have been granted to the Moline Engine Co., Moline, Ill., a concern to manufacture and deal in engines, implements and other farm equipment. The capital stock is $2,930,000. R. S. Tuthill, Jr., C. B. O'Neil and Frank P. Page are the incorporators.

The Piston Ring Co., Eau Claire, Wis., a new corporation with $25,000 capital has leased space and is buying equipment for manufacturing piston rings for explosive engines, as well as other automotive parts and accessories. C. M. Pratt and E. L. Ross will be active managers of the business.

The U.S. Tractor & Machinery Co., Menasha, Wis., announces the appointment of W. H. Williams as general agent in northwestern territory, with headquarters at Minneapolis. Mr. Williams was formerly with the Hart-Parr Co., Charles City, Ia., and with the Eagle Mfg. Co., Appleton, Wis.

Brockville's new industrial plant of Machinery & Foundries, Ltd., is almost ready for operation. General foundry and machine shop products will be turned out, and there will be special attention paid to the manufacture of both power and hand pumps. The cost of constructing the plant will be about $75,000.

MACKENZIE, THOM, BASTEDO & JACKSON

Barristers, Solicitors, etc.

REGINA, SASK.

Solicitors for:

Advance-Rumely Thresher Co., Inc.; Aultman & Taylor Machinery Co., Ltd.; Robt. Bell E. & T. Co.; J. I. Case Threshing Machine Co.; Canadian Avery Co., Ltd.; Canadian Tillsoil Farm Motors, Ltd.; Canadian Oliver Chilled Plow Works, Ltd.; DeLaval Dairy Supply Co., Ltd.; Emerson-Brantingham Implement Co.; Hart-Parr Company; International Harvester Co. of Canada, Ltd.; A. Stanley Jones Co., Ltd.; Minneapolis Steel & Machinery Co. of Canada, Ltd.; Minneapolis Threshing Machine Co.; Nichols & Shepard Company; Petrie Manufacturing Co., Ltd.; Sawyer-Massey Co., Ltd.; Stewart Sheaf Loader Co., Ltd.; Tudhope Anderson Co., Ltd.; Watrous Engine Works Co., Ltd.

KINGSTON

IGNITION SERVICE

SPARK PLUGS—COILS
MAGNETOS—SWITCHES

KOKOMO ELECTRIC CO.

KOKOMO - - - INDIANA - - - U. S. A.

In order to meet the power problems in industries where the "Caterpillar" tractors are used, the Holt Mfg. Co., Peoria, Ill., has designed and built winch attachments for its 5 and 10-ton models. These attachments will be especially useful in the oil fields, logging camps and may be adapted to clearing land.

The Frick-Geiser Co. has been organized at Waynesboro, Pa., with a capital stock of $3,000,000. This organization takes over the tractor and thresher business of the Frick Co. It has also purchased the old Geiser plant at Waynesboro, which has been owned and operated in recent years by the Emerson-Brantingham Co.

Among the representatives of the Imperial Oil Co. attending a conference at Sarnia lately were B. Kingsmill, of Vancouver; F. Key and L. Lockhurst, of Saskatoon; J. McCahey, of Montreal; D. Harris, Halifax; T. Miller, Calgary; E. Woolley, St. John, N.B.; S. McCath, Winnipeg; D. Cummings, of Regina, and J. Webb, of Edmonton.

Twenty-two separate councils representing more than 45,000 employees in all the various plants, factories and mines of the International Harvester Company, have been formed within two years, according to Arthur H. Young, manager of industrial relations for the company. Through the councils all questions relating to things beneficial or detrimental to the company or the workers were settled.

The American Bosch Magneto Corp., Springfield, Mass., has just developed a new impulse starter

ANNOUNCEMENT

The Sawyer-Massey Company Limited beg to advise the Trade that they will hereafter control the sale of

WALLIS TRACTORS and J. I. Case Plow Works Co.'s Power Tillage Implements

in Western Canada.

These lines, together with

SAWYER-MASSEY Tractors
SAWYER-MASSEY Threshers
SAWYER-MASSEY Road Machinery

will afford the best and most aggressive Dealers throughout the West an opportunity of securing a
VALUABLE AGENCY-- A REAL MONEY-MAKER

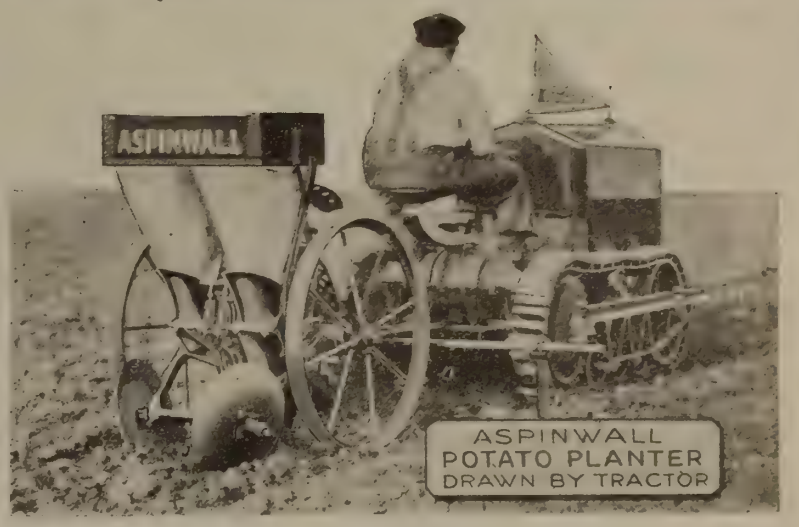
1921 Contract Forms are now ready, and those interested should write immediately regarding exclusive territory.

Well assorted stocks of extras will be carried at the Company's Western Branches. Address

SAWYER-MASSEY COMPANY LIMITED

WINNIPEG REGINA SASKATOON
CALGARY EDMONTON

ASPINWALL
POTATO MACHINERY



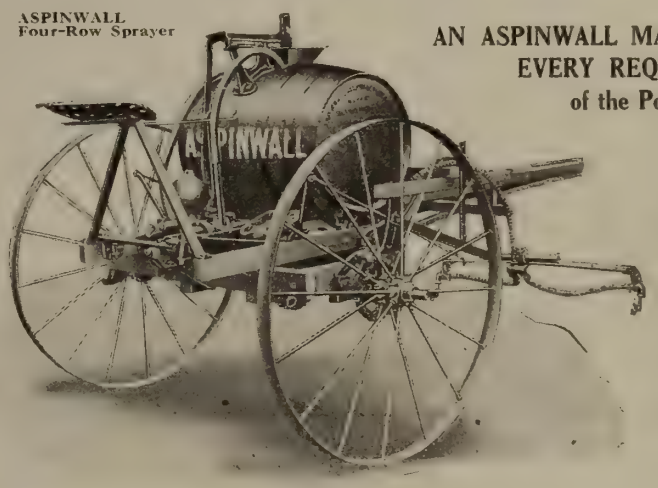
FIRST, SUCCESSFUL, AUTOMATIC POTATO PLANTER placed on the market was an

ASPINWALL

Aspinwall machines are built of the same HIGH-GRADE, FIRST-CLASS MATERIAL and WORKMANSHIP as in the past---machines that worthily sustain OUR ESTABLISHED REPUTATION

OUR 1921 CONTRACTS AND PRICES ARE NOW READY
:: WRITE FOR CATALOG AND AGENCY PROPOSITION ::

ASPINWALL Four-Row Sprayer



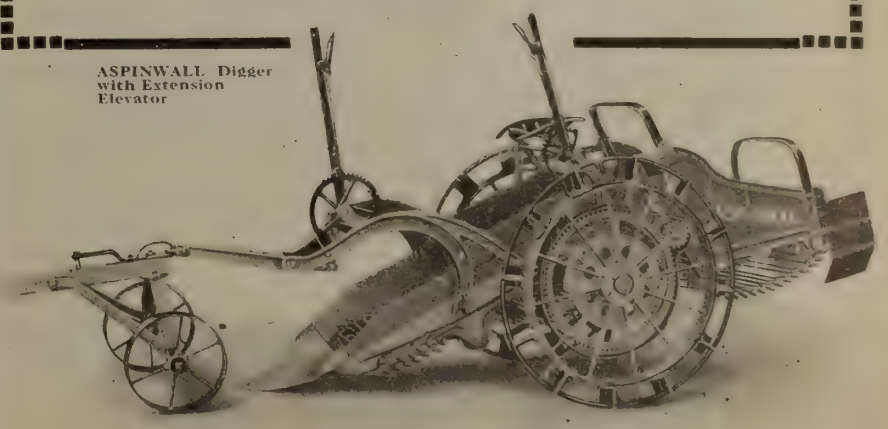
AN ASPINWALL MACHINE for EVERY REQUIREMENT of the Potato Grower

Cutters
Planters
Sprayers
Diggers
Sorters

WORLD'S OLDEST AND LARGEST MAKERS OF POTATO MACHINERY

Aspinwall Canadian Company Limited
GUELPH, ONTARIO, CANADA

ASPINWALL Digger with Extension Elevator



coupling for starting heavy duty engines. It is a spring release device, which, when attached to the magneto on a tractor or motor truck, gives the armature a quick spin as the engine is being cranked. When the engine attains a speed of 100 to 120 r.p.m. after starting, the coupling automatically disconnects itself.

British Factories in Canada

There are now over 500 branch factories of American firms in Canada, while evidence from all parts of the Dominion shows that this industrial immigration from the States is destined to increase rapidly. On the other hand, only eight British manufacturers so far have set up factories.

Bradshaw, General Manager of Massey-Harris Co.

Thomas Findley, until recently president and general manager of the Massey-Harris Co., has resigned from the latter position on account of ill-health, but will continue as chief executive of the company.

Thomas Bradshaw, who last spring went to the Massey-Harris Co. as treasurer, has been appointed general manager. Mr. Bradshaw was at one time a partner in the firm of A. E. Ames & Co., and was considered one of Canada's leading experts in municipal finance. During the war he was appointed Finance Commissioner for the City of Toronto and succeeded in putting the financial affairs of the city on a sound basis. In his new position, Mr. Bradshaw will be assisted by C. L. Wisner as assistant general manager in charge of sales, and George Valentine as assistant general manager in charge of manufacturing. Mr. Findley worked himself to the top of the vast Massey-Harris organization inside of twenty years. Starting in as a telephone operator he successively filled almost every post in the organization—clerk, foreman, superintendent, assistant general manager, general manager, director, president.

Lots of storekeepers can get new customers. It takes a merchant to keep old ones.

Appointed Local Agents

McDonald & McKinnon, 156 Princess St., Winnipeg, have been appointed local agents for the Sawyer-Massey line. They will work in conjunction with the Sawyer-Massey Co. in selling this Canadian-made line of tractors, threshers and road machinery, also the Wallis tractor and line of power farming machinery made by the J. I. Case Plow Works, Racine, Wis., which are now being distributed by the Sawyer-Massey Co.

F. N. McDonald, manager of the company, looks forward to a busy season with the new lines he has taken on, and is now making arrangements to push same in the territory.

Tractor Inventor Dead

Benjamin Holt, inventor of the Caterpillar tractor and president of the Holt Mfg. Co., Peoria, Ill., and Stockton, Cal., died at his home in Stockton, Cal., recently. Mr. Holt was born in New Hampshire in 1849 and since 1883 has been actively engaged in the development of farm and road machinery. In 1883 he organized the Holt Mfg. Co., and has been identified with it ever since. He leaves a wife and four sons.

Tractor Co. Moves to Montreal

The Cleveland Tractor Co. of Canada have moved their head office in Canada from Windsor, Ont., to 21 Ottawa St., Montreal. The company decided that Montreal is a better distributing centre for Eastern Canada than Windsor. The object of the company is to endeavor to give its owners a 24-hour service. The establishment of their Western branch at Winnipeg enables them to give this service in Western Canada.

J.I. Case Plow Works Company Open New Branch

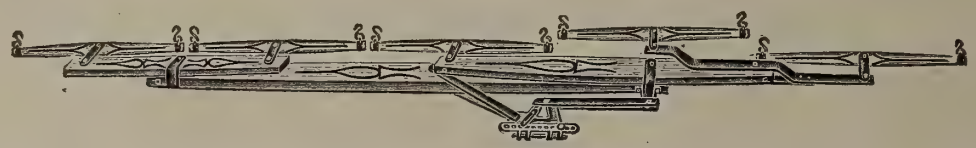
The Indianapolis branch of the J. I. Case Plow Works Company is now occupying its new quarters, and prepares for a program of business expansion made possible by the added facilities of office, shipping, sample, and storage room afforded in the building just completed.

This splendid structure is built of reinforced concrete, six stories and basement. There are three elevators, front and rear stairways, modern lighting and heating facilities, and all the advantages of well ventilated, fire-proof, convenient construction

A FAST SELLING LINE FOR YOUR STORE THIS SPRING!

GREGG 4 or 5-HORSE PLOW EVENERS

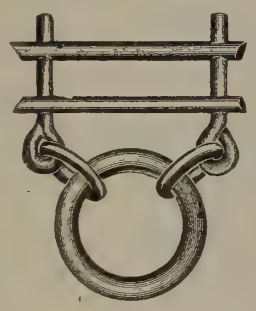
The Best Plow Hitch Made.



Order Your Stock Now.

Our No. 410 Four-Horse Gang, Sulky and Disc Plow Evener works four horses abreast, one horse in the furrow. Perfect distribution of draft; every horse pulls its share. Extra heavy eveners and single-trees. Strong malleable castings; straps of high-grade steel. Can be used on any plow with a cross clevis hitch, or any flat draft bar for disc plows. With special clevis attachment it is adaptable to any frame or vertical clevis hitch.

The No. 420 works five horses abreast, one horse in furrow. Ample working room. Heavy construction; strongly made of specially selected hardwood. Adaptable to any gang with a cross clevis hitch. With clevis attachment, fits any gang frame hitch or frame beam gang design. We'll be glad to supply full details of those profitable spring lines.



GREGG Wagon Hardware--A Paying Specialty

We manufacture a full line, comprising Neckyoke Centre Irons, Singletree and Whiffletree Ferrules and Hooks, Neckyoke End-Irons, Wagon Box Straps and Braces, Box Rods, Wagon Wrenches, Screw Pin Clevises, etc.

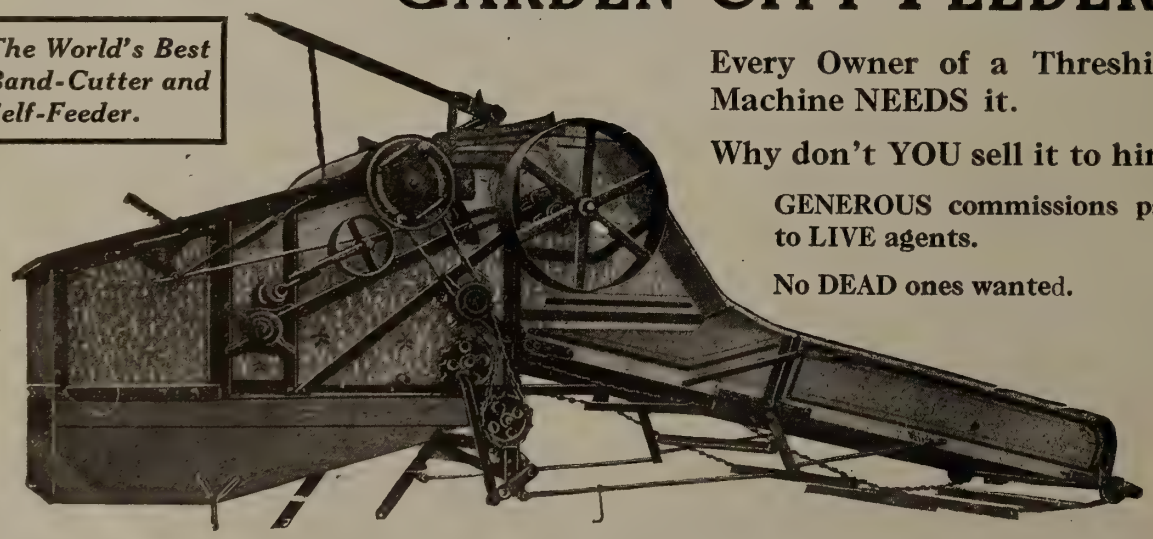
ASK YOUR JOBBER FOR GREGG GOODS — ACCEPT NO OTHERS.

Our lines led in quality, popularity and demand last year. Add to your profits in 1921 by selling Gregg Goods.

Gregg Manufacturing Co., Ltd., Winnipeg, Man.

The Famous "GARDEN CITY FEEDER"

The World's Best Band-Cutter and Self-Feeder.



Every Owner of a Threshing Machine NEEDS it.

Why don't YOU sell it to him?

GENEROUS commissions paid to LIVE agents.

No DEAD ones wanted.

ASK ANY OF THE FOLLOWING FIRMS FOR CONTRACT

The GARDEN CITY FEEDER CO., Ltd., Regina, Sask.

BRUCE DAVISON CO., Brandon, Man.
A. E. GARDINER, Saskatoon, Sask.
W. S. MUNROE CO., Calgary, Alta.
MART McMAHON, Lethbridge, Alta.

P.S.—WE ALSO SELL THE *CASWELL ADJUSTABLE BELT GUIDE*

The Cancellation of Orders

The Chamber of Commerce in the United States recently issued results of an exhaustive investigation regarding the practice of cancelling orders and repudiating contracts. The report groups opinions as to possible causes under three heads:

"First: That the practice is the result of war-time irregularities and will pass as we return to a normal basis.

"Second: That we are now reaping the results of the loose business practices inaugurated before the war, when many lines were in a state of overproduction and the measures taken to unload this surplus were demoralizing. Those entertaining this belief feel that the remedy is in a general reformation of our system of order taking, making each order a contract enforceable by law.

"Third; That we have been drifting away from the fundamentals of sound business and the 'Golden Rule', and that we must return to a stronger belief in the rights of others and a higher regard for our own integrity if the change is to be permanent."

Terming the cancellation practice a "serious matter", the bulletin goes on to say that "earlier in the year when cancellations began to trickle in they were almost welcomed by those having more orders than production, but as prices began to crumble and the tide of refusals to perform set in, the seriousness of the situation was manifest, for it brought with it a curtailment of production in lines which had not reached the volume of normal requirements.

"The retailer cancelled to the jobber and wholesaler and they in turn to the maufacturer, and he to those supplying his raw materials—a literal 'passing the buck' and shirking of responsibility regardless of consequences. Sellers had encouraged buyers by misleading paternalism in assuming many of the natural responsibilities inherent of their customers' functions as merchants. 'We will take care of you', or 'You may return the goods', are examples of some of the undermining factors when the pinch came. Everybody seemed to be doing it and it was by no means confined to the weak, but houses of more than ordinary standing permitted their buyers to get rid of their responsibility."

The U.S. National Association of Credit Men suggests that there seems to have been a dulling of public conscience.

"Should one who habitually repudiates his contracts and orders be given a higher credit rating than he who lets his notes and drafts go to protest?" They also feel that one remedy, and as a safeguard against the unscrupulous, would be that each line of trade should at once examine its contract making and order taking methods to bring them strictly within legal lines. This is practical and can be immediately applied."

An Ode for Southern Alberta

Little drops of water,
Mingled with the sand,
Make a mighty difference
In the price of land.

Belgians Have Shows Again

The International Harvester Company de Belgique, which was born on the anniversary of the signing of the armistice, November 11th, 1919, has just finished its first agricultural exhibit at Brussels, Belgium. This is the first exhibition held in Belgium since the war and was very largely attended.

The exhibit was visited by the Minister of Agriculture for Belgium and the French Minister of Agriculture, both of whom expressed their enthusiasm for the good work that the Titan 10-20 and the International 8-16 have done towards putting large portions of the devastated areas of France and Belgium back on a farming basis.

The regular harvesting line was well represented in Belgium before the war, and now with the establishment of a branch in Belgium it is to be expected that the full line will do its part toward re-establishing Belgium's reputation as one of the garden spots of Europe.

"WATERLOO" "ROCK ISLAND"

DEALERS: Sell the Lines That the Farmers KNOW!

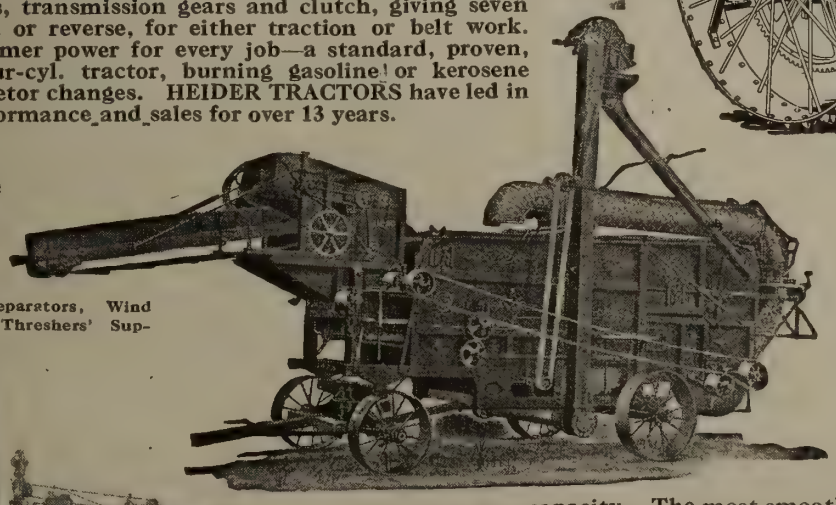
Your success this year will largely be based on the quality of the lines you handle. Growing confidence in tractor and thresher reliability is paralleled by growing sales. Make your sales easier and more profitable by selling "WATERLOO"-"ROCK ISLAND" goods.

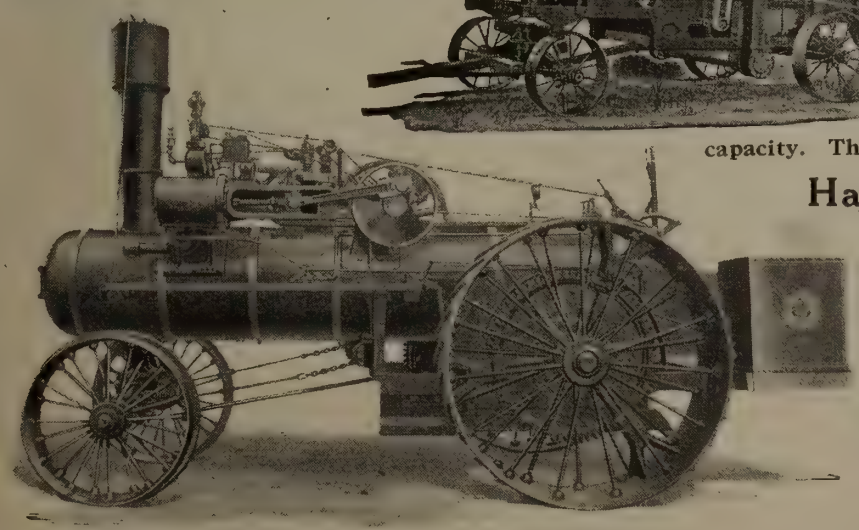
HEIDER TRACTORS 12-20 and 9-16 h.p. mean success for the dealer. No gears to strip. The patented, friction-type drive eliminates bevel gears, transmission gears and clutch, giving seven speeds, forward or reverse, for either traction or belt work. You sell the farmer power for every job—a standard, proven, four-wheel, four-cyl. tractor, burning gasoline or kerosene without carburetor changes. HEIDER TRACTORS have led in reliability, performance and sales for over 13 years.

Thirteen Years' Actual Field Work

We Manufacture and Distribute

Kerosene Tractors, Tractor Plows, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers' Supplies, Etc.





"WATERLOO" Champion Separators for 1921

Sizes: 20x36, 24x36, 24x42, 28x42, 32x52, 36x56 and 40x62

Canada's best threshers. Guaranteed grain savers. They assure the farmer maximum crop value, and the dealer the thresher trade in his territory. Built for hand-feed or self-feed without change. The standard of perfection for over 60 years.

"WATERLOO" Steam Engines

Made in 16, 18, 22 and 25 h.p. Perfect in design; easy to operate. Very economical. Unequalled for plowing and threshing. High pressure boilers; ample steam capacity. The most smooth-running, powerful steamers on the market.

Handle "ROCK ISLAND" Tractor Tools

Nos. 9 and 12 TRACTOR PLOWS work perfectly with any tractor. Equipped with the famous moisture-saving CTX mold board. 2, 3 or 4 bottoms. Furrow wheel lift.

No. 38 TRACTOR DISC—a one-man harrow in every detail. Gangs work independently up and down or sideways. All levers operated from tractor. 8 and 10 ft. sizes.

A Line Will Bring You Our 1921 Dealer Proposition

The WATERLOO MANUFACTURING CO. Ltd.

REGINA PORTAGE LA PRAIRIE SASKATOON

Alberta Distributors: UNITED ENGINES & THRESHERS LTD., Calgary and Edmonton

A "Case" of Saving a Wheat Crop

The following account of how tractors saved a wheat crop by hauling it to shelter over almost impassable roads, comes to the J. I. Case T. M. Co., Racine, Wis., in a letter from W. D. Ramsey, of Floydada, Texas.

"A granary burst during a rain storm and the grain had to be moved regardless of road conditions. We loaded 200 bushels on each of the three tractors, and by cleaning the lugs several times, made the trip of 16 miles in about four and one-half hours. The entire amount of wheat on the 14 wagons is 1,160 bushel, 600 of which was on the three tractors, 20 horses pulling 560. The tractors out-travelled the teams.

"If you will notice carefully, you will see that the streets have much water standing in them as had also the roads in the country.

"Of course, the 200 bushels is not a load for the tractors except on account of road conditions. As one of the tractors was mine, I know just the amount of load and fuel taken: Wheat, 12,000 lbs.; wagons, 4,000 lbs.; fuel consumption, 17 miles, 9 gallons of gasoline.

"We consider this a very good record as the roads were considered impassable with loads by most people. My tractor broke the road."

Showing how a Tractor Solved the Haulage Problem in Saving a Wheat Crop.

Success in Engine Business

C. J. Nelson, of the Nelson Bros Co., Saginaw, Mich., recently addressed a letter to the trade that is singularly appropriate at the present time. Mr. Nelson says:

"The gloom dispenser is not peculiar to the engine business alone. Even the ancient Greeks spoke of the man who couldn't see the forests because of the trees.

"In farm power businesses, there are some who have won success easily — without effort. These firms to-day see only chaos and trouble in the trade markets ahead. And so with chart and slide rule they prove disaster to the confusion of themselves and the amusement of the well organized.

"For, after all, the elements of success in the engine business are simple and hard.

"Make worthy goods, advertise and merchandise them intelligently, back your product sincerely and honestly. And keep everlastingly at it. For, after all, reaction means only a change, the path of depression means elimination of the unnecessary, and the "price level" means only right prices.

"Hard, earnest effort has enabled us to develop our engine to one of the easiest selling small power units on the market."

Sales experts state that the farmer will always choose quality as against price in a deal. What farmer?

Concrete for Small Jobs

such as foundations, culverts, barn walls and cellars can now be mixed at one-quarter the cost, and 20 per cent of the cement can be saved.

Thousands of farmers now own a CONCRETE MIXER, a real necessity on every farm where buildings are to be erected or repaired.

The London Gem Concrete Mixer

is our latest Engineering Triumph. It solves the problem of Mixing Concrete on small jobs. It can be operated by one man. Can be run by hand or connected to a Gasoline Engine or any kind of power.

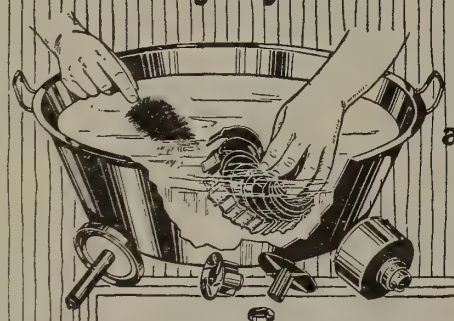
It is well built, has practically no parts to wear out, and will save the price of itself in ten days' use.

Agents will find this machine a great seller. Write for terms to agents.

London Concrete Machinery Co. Limited, London, Canada

Dept. K WORLD'S LARGEST MANUFACTURERS OF CONCRETE MACHINERY

Washed all as one piece—in a jiffy



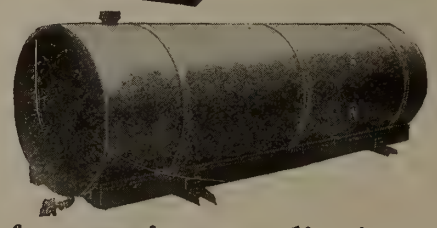
This is why farm-wives all prefer the "Viking" Cream Separator

SELL the BEST, as it sells the easiest! The farm-wife, who uses the cream separator most, wants that machine which gives her the least trouble. Women these days are too busy to have to wash twice a day, from 20 to 30 **separate** discs, and then try to get them together again in their **correct order.** The "Viking" saves them all this bother, for, in addition to being the most perfect skimmer known, all the discs are on a ring and never have to be taken off to be cleaned. There are more "selling points" on a Viking than on any other separator sold. Send for our dealer proposition and latest Catalog No. 165

SWEDISH SEPARATOR COMPANY
714 Confederation Life Bldg.
Winnipeg, Man.

"Viking" STRAIGHT DISC

MAX OIL WAGON TANKS



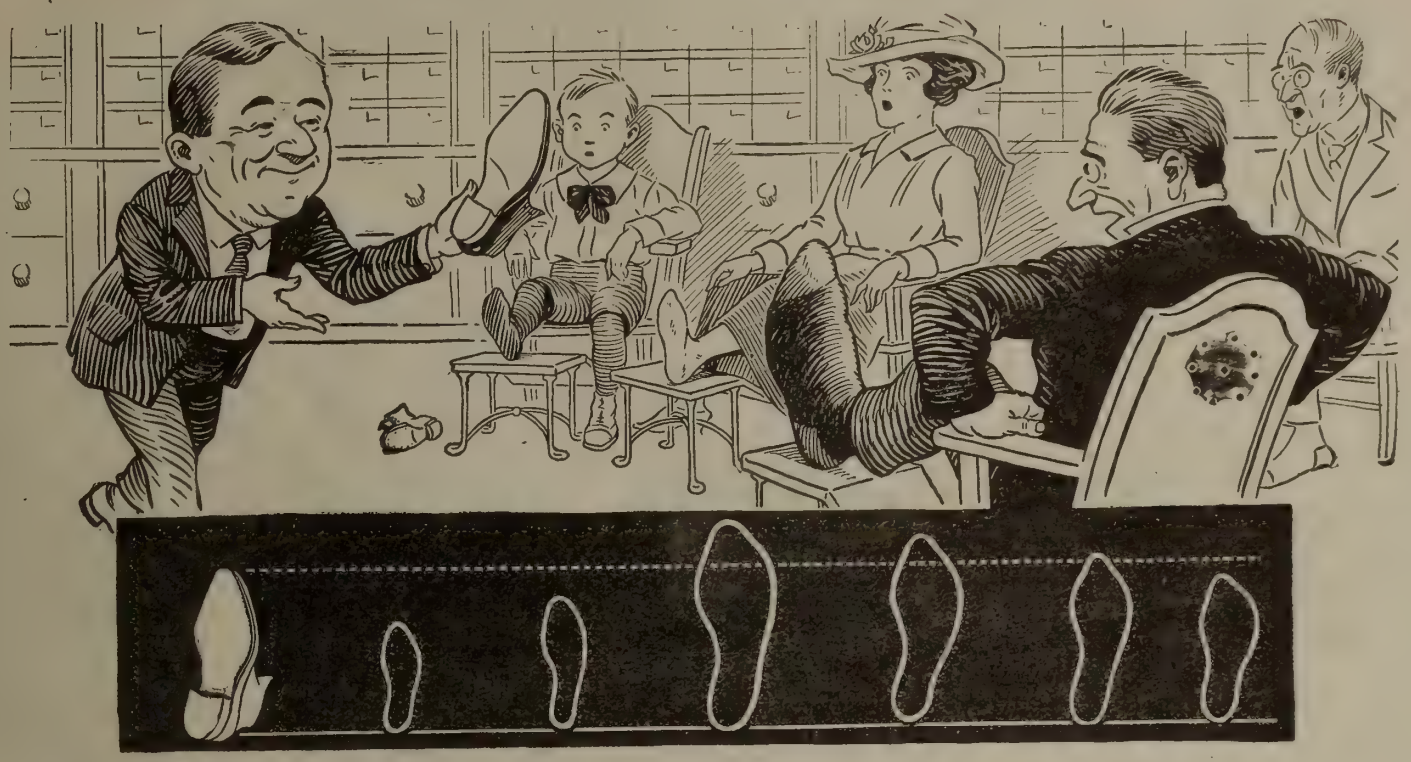
Will be a profit-making investment for the oil using farmers in your district AND a profitable line for you to handle and push the sale of.

This is the time of the year in which to get your list of prospects prepared and to begin sending them the literature that will prepare them for the display of a sample later.

WRITE TO-DAY AND LET US KNOW HOW MANY CIRCULARS YOU NEED

Western Steel Products Limited

WINNIPEG Man. REGINA Sask. CALGARY Alta. EDMONTON Alta.



What Would You Think of a Shoe Dealer With But One Size Shoe?

You wouldn't think very much of him, would you?

Yet he is not much different than the tractor dealer with but one size tractor. As one Avery tractor dealer himself said: "Trying to do a tractor business with *one size* tractor is about as ridiculous as trying to run a shoe store with one size of shoes."

No one size tractor fits every farmer's needs. Most farmers have different size farms and different kinds of work to do and want the tractor best adapted for the job.

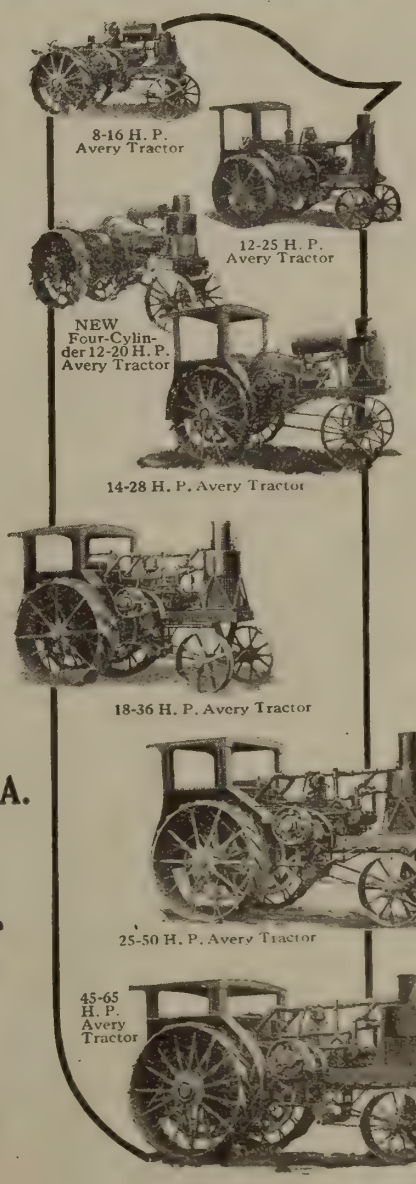
With the Avery Line you can offer a size tractor to exactly fit any farmer's needs. There are two sizes of small tractors, the Avery Six-Cylinder and the Avery 5-10 H. P. Model "B." There are also four sizes of "medium sized" tractors, three sizes of "large tractors," and two sizes of motor cultivators, besides Avery Trucks and the complete line of Avery Tractor-operated tillage tools and belt machinery

Why not be the tractor dealer with the *complete line?*

Get the "whip-hand" on competition. Be in a position to satisfy the motor farming needs of any farmer in your territory.

Every machine in the Avery Line offers money-making possibilities for the Avery dealer. NOW is the time when you want to remove every possible selling resistance, and having the right machine in the right size to meet your prospective customers' needs means a lot in helping to close the sale.

The Avery contract offers advantages which you have always wanted. Write us and we will be glad to tell you about them.


8-16 H. P. Avery Tractor
12-25 H. P. Avery Tractor
NEW Four-Cylinder 12-20 H. P. Avery Tractor
14-28 H. P. Avery Tractor
18-36 H. P. Avery Tractor
25-50 H. P. Avery Tractor
45-65 H. P. Avery Tractor

AVERY CO. Factory and Main Office, Peoria, Ill., U.S.A.

Western Canadian Distributors:

CANADIAN AVERY CO. LTD., WINNIPEG, MAN.

Branches: Regina and Calgary. Sub-Branch: Edmonton

AVERY

Tractors, Trucks, Motor Cultivators, Threshers, Plows, etc.

The Year Ahead

We believe it will generally be conceded that 1921 will be a year when all of us will have to hustle for business. Possibly it is better so, for in the easy days of excessive demand and reduced supply, selling in most lines developed into taking orders—not developing business.

But from now on, every factor in the trade, from the manufacturer to the dealer, will have to use the old time effort and salesmanship. The ship of business is heading through somewhat troubled seas. Some of us are sick, but there is quiet water ahead.

From the dealer's standpoint this will be no year for staying around the store and bemoaning the lack of business. It should be a sound policy to develop every possible sale in sight by every possible means. Clean, attractive stocks, well displayed. Local advertising and the constant use of your prospect list. Demonstrations of machines for which a demand can be developed. Visits to the farmers in your territory, and a thorough search for every potential sale among your customers, these are but a few of the ways in which business may be stimulated.

And we will have to operate our business as economically as possible. In the past few years our profit statements have bulked larger than our cost sheets. Unnecessary expense, especially unnecessary service, should be eliminated.

A business solid built should easily stand steady and sure during a period of deflation. In times of prosperity—of inflation—the business man prepares for the period of reaction. Losses are bound to come, the law of averages is bound to overtake us, and it is then that a solid business can weather the storm.

The credit system, from which many of the losses in business come, always requires close attention, but in times like the present not only requires close attention, but most serious consideration. Every man who owes a dollar should endeavor to clean it up or reduce it during 1921 if it is humanly possible for him to do so, and new debts, as far as possible, should be for productive purposes. There are few, if any, countries better off financially than Canada—the United States being practically the only one—and even there their present financial troubles are much more apparent and much more real than here in Canada. The Canadian manufacturer has and will have for some time to come the greatest opportunity of his life to manufacture and sell in the home market, which, after all, is the best market, in easy competition with the United States. He has the advantage of the duty plus exchange, which during the past year has averaged very high, and these two factors should be much to his advantage.

In the implement trade, while we may look for no record sales there is no reason why a satisfactory and normal demand should not be found in connection with the majority of lines. Let us take an optimistic view. Slam pessimism. Do everything you can to get the normal amount of business and profit during 1921.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
812 CONFEDERATION LIFE BLDG. WINNIPEG, CANADA

SUBSCRIPTIONS
$1.00 per year in Canada: Foreign $1.25 per year Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, JANUARY, 1921

Be a Mixer

Personal contact with the customer is one of the best assets a dealer can have in the implement business. It helps show the farmer that you are not a half-bad sort, that the opinion that an implement dealer is a second cousin to Shylock is erroneous. It is not wasted time, but a sound policy to take lots of interest in your customers. Visit them. Make them your personal friends. Go out to the farm homes. Get an intimate knowledge of the conditions in your territory. Find the prospects while they are budding and blooming. When a new customer shows up, don't be long in getting out to his place. Make his personal acquaintance. Make friends with the whole family.

The Future in Tractor Business

Tractors from now on will have to be sold on the basis of utility. The farmer will have to be shown that the investment in a tractor will enable him to produce more economically and in larger quantity. The appeal to the farmer will now be on a dollars-and-cents basis.

The new situation will call for more constructive, more intensive, salesmanship on the part of the dealer. The manufacturer's concern will be to get better dealers. Within the next year or two the industry will, doubtless, witness a heavy dealer turnover. Only real dealers can survive. The importance of real tractor dealers will be appreciated by the industry as never before.

Better merchandising will be necessary. The selling end of the industry must convince the farmer that while the prices of his products are falling, the need for power farming is increasing. The dealer must be able to capitalize the fact that cheaper prices for farm products necessitate their being produced more cheaply, which can only be done through power farming machinery.

Handling Accessory Lines

In selecting an auto accessory stock, care should be taken to get as nearly standard articles as possible. This is a good line to handle for every season is getting longer as regards the use of the automobile. Cars are brought out earlier in spring and run later in the fall. They have come to stay, and many accessories will be bought during the running season. The farm equipment dealer in many localities will find this line very profitable. Select stock carefully, then talk about your accessories. Point out that your tools, tires, oil, etc., are the best on the market. Pretty soon you will find trade come your way, because you have the stock, and because your stock is standard.

Display of goods is a most important factor in building a demand for accessories. A display board, for example, showing the motorist the different kind of wrenches that can be used on his car will give the dealer a good opportunity to sell him types and sizes he does not possess. Complete tool kits shown on a display board so that they are brought prominently to the attention of the customer will cause the automobile owner to buy a complete set when otherwise he would have purchased only one or two tools at the most.

A successful dealer in automobile equipment advises that display boards and glass cases should line the walls of the accessory store. In place of the traditional small drawers for the small items he advises the use of pigeon holes or bins concealed by display boards which are hanged to the shelfing or which slide on rails in front of the shelves. These display boards will sell many things that otherwise would not be brought to the attention of the customer and it should always be borne in mind that the customer is willing to buy if he can see what he wants.

Freight Rates Reduced

Effective January 1st, the increase in freight rates of 40 per cent east of Fort William and 35 per cent west thereof, were reduced to 35 per cent east of Fort William and 30 per cent west of that point.

This means that now the rates in Eastern Canada are 35 per cent higher then they were prior to September 13, 1920, and rates in Western Canada are now 30 per cent higher than the rates in effect prior to September 13, 1920.

For example, the second and sixth class rates, "all rail", which

became effective the first day of the year, from Toronto to Winnipeg, Calgary and Vancouver, or in the opposite directions are:—

Toronto and Winnipeg: Second class, $2.39½; sixth class, $1.09½ per 100 lbs.

Toronto and Calgary: Second class, $4.13½; sixth class, $1.96 per 100 lbs.

Toronto and Vancouver: Second class, $5.03; sixth class, $2.44½ per 100 lbs.

The two classes quoted are those taken by the majority of lines in the farm implement and equipment industry.

Selling Used Tractors

Dealers handling second-hand, or used, tractors naturally can be expected to sell more tractors than those who do not. The used tractor will interest some farmer who is not a prospect for a new machine, while the farmer who has traded in the old tractor is a prospect for a new one. To the dealer it means a profit on the new tractor, as well as creating a new prospect by the used tractor, who will much sooner become a prospect for a new machine.

No one can doubt that the used car has done its share toward popularizing automobiles. The used tractor doubtless will have the same effect upon the tractor industry. A farmer may realise the need of a tractor but feel that he cannot afford more than an $800 investment. If he buys from a dealer who is making a success of his used tractor department, he is assured of a machine that will give him good satisfaction until he feels financially able to buy a new machine.

Hail Insurance in Saskatchewan

Saskatchewan's losses from hail in 1920 was very much lower than in the previous year, according to a special report by A. E. Fisher, superintendent of insurance for Saskatchewan, with a statement of the premium income received and the claims paid by the various companies underwriting hail insurance in Saskatchewan during 1920. The figures are not complete as there are several companies which have not yet filed their returns, but they show a loss ratio for 1920 which is only a little more than half the loss ratio for 1919, when the premiums of the hail companies amounted to $2,314,987.43 with losses paid totalling $1,806,208.21, loss ratio of 78.02, while the loss ratio for 1920 is estimated at approximately 41 per cent. The statement does not deal with the Municipal Hail Association.

Personal

C. E. Norby has opened a harness business at Elnora.

James Mace has opened a harness business at Rumsey.

L. Rathgeber has sold out his implement business at Goodloe.

J. W. Closs has sold out his harness business at Foam Lake.

Peter R. Toews has commenced in the implement business at Giroux.

The McKenzie Garage, at High River, is reported to have changed hands.

J. Work has discontinued his automobile business at Strathmore.

W. L. Folliott is stated to have closed his automobile concern at Plato.

Sinclair & Bratseth have opened an automobile business at Milden.

The Precision Machine Co. is a new concern doing business at Calgary.

R. C. Conrad is reported to have sold out his garage interests at Milden.

Stanley Jackson, a dealer at Sceptre, has sold out his interests in that town.

The Yorkton Steel & Machinery Co. was recently incorporated at Yorkton.

A. W. Lindgren is reported to have sold out his implement business at Edam .

Kerrs, Limited, an automobile concern, has been incorporated at Brandon.

W. A. McCarthy reports a fire loss in his automobile business at Port Moody.

J. J. R. Funk has discontinued his implement business at Grunthal.

A meeting of the creditors of Tractioneers, Ltd., Winnipeg, was held recently.

C. E. Gillespie, Melfort, has sold out his auto business to O. E. Montgomery.

S. Crystal is owner of a garage and automobile repair business at Brandon.

Buying vs. Selling

There can be no Prosperity in either Agriculture or Industry unless products are being sold.

THE FARMER claims that the prices of goods should come down to correspond with the decline in farm products. With farm machinery this may not be possible in a day or two—but prices must come down sooner or later.

In connection with many commodities lower prices were forced because the public rebelled against high prices. They instituted buyers' strikes. Diminished demand lead to lower prices in order to stimulate buying; merchants had to adjust their prices and absorb losses.

In a period of readjustment such losses must be faced. There is no opiate for painless deflation in any line. Possibly the farmer may wait for lower prices—may allow his implement needs to accumulate.

The more quickly prices return to normal, the more quickly will the implement industry readjust itself. Neither farmer nor manufacturer can fly in the face of economic laws. Wherever a profit was made, now a commensurate loss must be taken. By sensible buying on the one hand, and the lowest possible prices on the other, each will help to restore normal business conditions.

Bennett & Lamont, automobile dealers, at Moosomin, have dissolved partnership.

P. Holdal have retired from the automobile firm of McNeely & Holdal, at Darmody.

W. S. Wart, Calgary, has sold out his automobile business to R. L. Sullivan.

The Midway Garage, Edmonton, has been taken over by L. Kapperberg.

Carl Ahlstadt has sold out his automobile business at Raymore to Lamar Bros.

A. Marshall & Son suffered fire loss recently in their automobile store at Westlock.

The Agler Body Co. is incorporated at Regina with a capital of $20,000.

Thos. Wilson, an auto dealer, at Elphinstone, died the latter part of December.

E. L. Appleby has opened an automobile and accessory business at Champion.

The Canadian Rotary Floor Garage Co. has been incorporated at Fort Frances, Ont.

Stephens & Londry have dissolved partnership in their auto business at Minnedosa.

W. E. McKenzie is a new implement man at Vermilion, where he bought out L. H. West.

Ben. Burger, an accessory dealer at Three Hills, is advertising his business for sale.

G. M. McAuley, harness dealer at McAuley, has taken a son into his business as a partner.

Partnership has been dissolved in the Webb-Barford Machine Company, at Kamloops, B.C.

North West Farmers & Threshers, Ltd., is a new company incorporated at Sceptre.

W. R. Mulroy is the latest addition to the implement fraternity at Runnymede.

Leroy H. West has sold out his implement business at Vermilion to W. E. McKenzie.

Martin & Fredrickson have started a well stocked implement business at Castor.

J. E. Lemay is reported to have sold out his implement and tractor business at La Salle.

G. H. Prosser, implement man, at Silton, is stated to have closed his store in that centre.

It is reported that the Winnipeg Oil Co. have sold out to the British American Oil Co., Ltd.

C. H. Stinson, of the Stinson Tractor Co., Superior, Wis., spent a few days in Winnipeg recently.

F. L. McLeod and A. E. Royce, have registered partnership in an automobile business at Bowsman.

The Tillers Machinery Co.,

Saskatoon, are reported as having assigned their business in that city.

Victor Parkes, a member of the automobile firm of Buchnam & Parks, Emerson, Man., died recently.

The Shaunavon Motor Co. is a new auto business in the Saskatchewan town of that name.

Harling & Leddingham have commenced an automobile and garage business at Cumberland.

We regret to note the death of William Cranston, a well known implement dealer at Clearwater, Man.

The Hardware Dealers' Mutual Fire Insurance Co. is a new company lately incorporated at Regina.

R. H. Ford has bought out the automobile business at Carlyle, formerly controlled by D. A. Kippen.

Henry Mette has opened an implement warehouse at Bruno. We wish him success in his new location.

The McLean-Burr Auto Company, New Westminster, are reported to have gone out of business.

The implement stock carried by N. B. Webster, at Prince Albert, has been taken over by Lundle & Peacock.

O. Schneider is now handling electric lighting plants in connection with his business at Estuary.

Irven & Wetherhill is the firm name of a new implement firm who have opened for business at Freedale.

The McDougall Co., Winnipeg, makers of auto supplies, have sold out their plant to the Canadian Steam Trap Co.

E. M. Butts, an automobile dealer, at Kinistino, has sold out in that town to a firm named Coyer & Monroe.

The charter of the Melotte Cream Separator Co., Winnipeg, has been revived, according to a recent announcement.

Mrs. M. McLeod, owner of an auto business at Marengo, has sold out her interests to A. Gandy, of the Melville Motor Co.

The Massey-Harris Co. took over their new premises in the Gordon McKay Building, at Brandon, on January first.

The Interlocking Cord Tire & Belt Co., Ltd., has been incorporated at Toronto. Capital is given as $1,500,000.

Morgan Bros., implement dealers at Kindersley, have been succeeded by a new firm named Morgan & McCutcheon.

P. W. Dempster, an automobile dealer at Victoria, has sold out his interests in that city to Cochrane & Borrowman.

J. A. Rollefson, the popular dealer at Swift Current, has decided to sell out the hardware side of his implement business.

The Prairie City Oil Co., Winnipeg, has made application to increase the capital of the company from $250,000 to $500,000.

The Interior Motors, Limited, has been incorporated at Penticton to take over the business of the Finch-Patton Motor Co.

J. Cook, manager of the Gilson Manufacturing Co., Winnipeg, is at present on a visit to the head office of his company, at Guelph, Ont.

The Macdonald Bros. Sheet Metal & Roofing Co., Winnipeg, have made application to increase the capital of the company to $50,000.

R. B. Wilkinson, an implement dealer, is reported to be selling his branch at Forestburg to Mr. McCann, of the Forestburg Hardware Co.

The Ronald-Smith Cultivator Co. has been incorporated at Regina. This line will be distributed by Western Implements, Limited, of that city.

A change is reported in the accessory business of W. J. Jeffres & Co., Vancouver. The company now operate under the name of Jeffres & Johnson.

Our old friend, Hugh Rorison, implement dealer at Moose Jaw, has been elected alderman for Ward 4 in that city. Hugh is the right man for a civic position.

G. C. Weyland, vice-president of the J. I. Case Plow Works, Racine, Wis., spent a day or two in Winnipeg during the holidays, visiting the Sawyer-Massey Co.

The Geddes Carriage Works, Winnipeg, has been sold to Anderson & Smith. J. Geddes is now a salesman with the McLaughlin Motor Car Co., Winnipeg.

R. E. Emery, an automobile dealer at Tofield, died recently. The deceased gentleman was well known in his town and territory, and his death is deplored by many friends.

The Pacific Equipment Co., Vancouver, have applied for permission to change the name of the company to the Dominion Drag Saw Co., Ltd. They handle a line of engine-attached saws.

T. H. Roney, manager for the Minneapolis Threshing Machine Co., spent a week at the factory at Hopkins, Minn., early in the month. Mr. Roney is enthusiastic over the new tractor his company have on the market.

The Metal Specialty Co., Regina, has been authorized to increase its capital stock from $10,000 to $25,000. The new capital will be used to expand the company's production of grain cleaning machinery.

Jas. Arthur, purchasing agent for the Stewart Sheaf Loader Co., Winnipeg, has been appointed one of an arbitration committee of three, appointed by the International Claims Commission, which is in convention at Brussels, Belgium.

Clifford Leatherdale, formerly agent for the Massey-Harris Co., at Clearwater, has taken a position as traveller with the R. A. Lister Co. of Canada. Mr. Leatherdale will cover territory in New Ontario and in Manitoba, as far west as Portage, and south of that city.

J. M. Thompson, manager of Beatty Bros., Limited, Winnipeg, reports that his company had a most successful year during 1920. They look forward to record business in the coming season. Mr. Beatty, head of the company at Fergus, Ont., recently spent a few days at the Winnipeg office.

H. F. Anderson, manager of the Anderson-Roe Company, has been confined to his residence for the past couple of weeks. Mr. Anderson has not been in the best of health of late. He has never fully recovered the trying illness he had while on a visit to England, a couple of years ago.

D. McLarty, representing Carriage Factories Co., Limited, of Orillia, was on a recent business trip to Alberta appointing agents for his firm's motor truck bodies. Mr. McLarty was in the carriage business for some years at St. Mary's, Ont. He went on to the coast before returning east.

Robt. E. Bell, manager of the R. E. Bell Engine & Thresher Co., Seaforth, Ont., was a recent business visitor to Winnipeg, where he spent a few days at the local office. Mr. Bell went west to Regina and visited the branch in that city. He looks forward to a good season and says that the factory is busy on tractor and thresher production.

At the recent annual meeting of the Cockshutt Plow Co., Brantford, Ont., E. A. Mott, western general manager, was added to the directorate. The directors of the company now are: Col. H. Cockshutt, George Wedlake, G. K. Wedlake, Sir Augustus Nanton, E. A. Mott, Sir Lomer Gouin, H. W. Hutchinson, James Adams and F. Perry.

J. Morcombe, the popular implement man at Cypress River, called upon us recently while in the city on business. Mr. Morcombe reports a good year, but business quiet at present and collections slow. He believes that dealers will have to sell for all they are worth in the coming season so that they may get every possible sale in their territory.

The following travellers for the Twin City Separator Co., Winnipeg, were in the city during the holidays: J. F. Abra, Sask. territory; Geo. Hodge, Manitoba territory; and O. N. Halgerson, Alberta territory. P. J. Grout, manager of the company, went into conditions very fully with the travellers, who are now back in the field ready to book a big year's business.

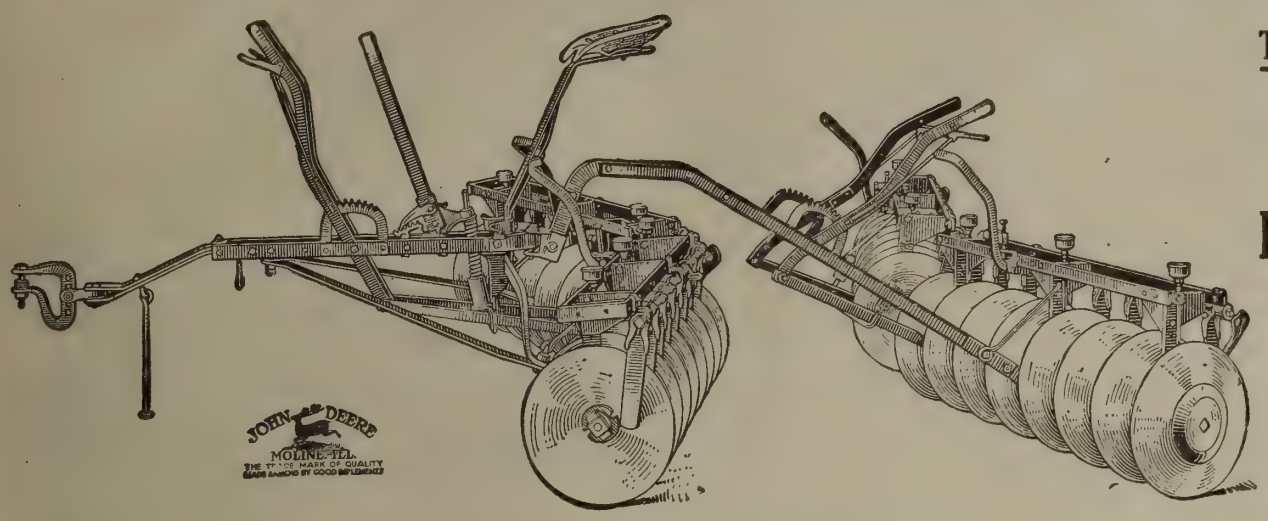
George W. Matheson, who has for years carried on a very successful implement business at Craik, has sold out in that town to Brown Bros. Mr. Matheson spent a few days in Winnipeg while enroute east, accompanied by Mrs. Matheson. He will spend a month or two in the East and will return West in the spring. Mr. Matheson has not made any definite plans for the future but is too much a westerner to forsake his old stamping ground. During his career at Craik he was a consistent advertiser in the local paper. His final ad. to the farmers is typical of the good-fellowship which made his so popular with his customers. In bold type, on front cover space in the local paper, George published his final ad., which read, "So Long, Fellows."

Sisal Fibre Lower

There has been a considerably increased consumption of sisal fibre in 1920 according to a review in Cordage Trade Journal. This was due to the relatively low price at which it was sold, due to the large stocks controlled by the Comision Reguladora and its associate, the Eric Corporation.

This has reduced the stocks in the United States and Yucatan, says the above authority, as the current production is nothing like what is was a few years ago and it is considerably below the maximum output that was scored during the palmy days of the Comision Reguladora. During 1920, many efforts were made to get all interested to come to some agreement that would practically or actually re-establish a monoply in Yucatan; but thus far none has succeeded. Last month the Eric Corporation, controlled by bankers in the United States, made a price of six cents, Gulf ports, the lowest price that has ruled since 1915.

BIG RESULTS WITH SMALL EFFORT



This JOHN DEERE DOUBLE ACTION PONY TRACTOR DISC HARROW

HAS MADE RECORDS IN LABOR-SAVING EFFICIENCY SECOND TO NO TILLAGE IMPLEMENT NOW IN USE IN NORTH AMERICA.

Models "B" and "K"--7 to 10-ft. Widths, 16-in. Discs

Can Be Converted Into Double-Action Disc Harrows for Either Horses or Tractor

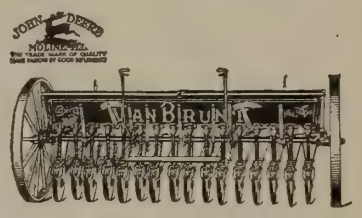
To disc the soil TWICE over in ONE TRIP is surely a mighty consideration in these days when every hour saved cuts a big figure in farm profits. This is done in splendid style by the John Deere Double-Action Pony Tractor Disc Harrow and done so that the second discing is done before the soil, after first operation, can dry out or get hard.

In a Model "B" or model "K," by obtaining a rear section and the hitch we furnish for this purpose, the implement can be converted into a double-action horse-drawn or a tractor disc harrow. On both sections the draft is directly from the centre of the disc axles. So there is no possibility of gang frames being sprung. The front section of the double action is out-throw, the rear in-throw, and the rear discs trail between the front discs, leaving the ground perfectly level as well as thoroughly pulverized.

TRANSPORT TRUCKS (single or double wheel) can be had, making it an easy matter to handle these John Deere Harrows over rough roads or between fields. These trucks are easily attached or removed. They are strongly made, durable and smooth-running.

Get our special booklet on this great implement with full illustrated directions as to attaching Tractor Hitch, etc.

John Deere VAN BRUNT Light Draft Grain Drills



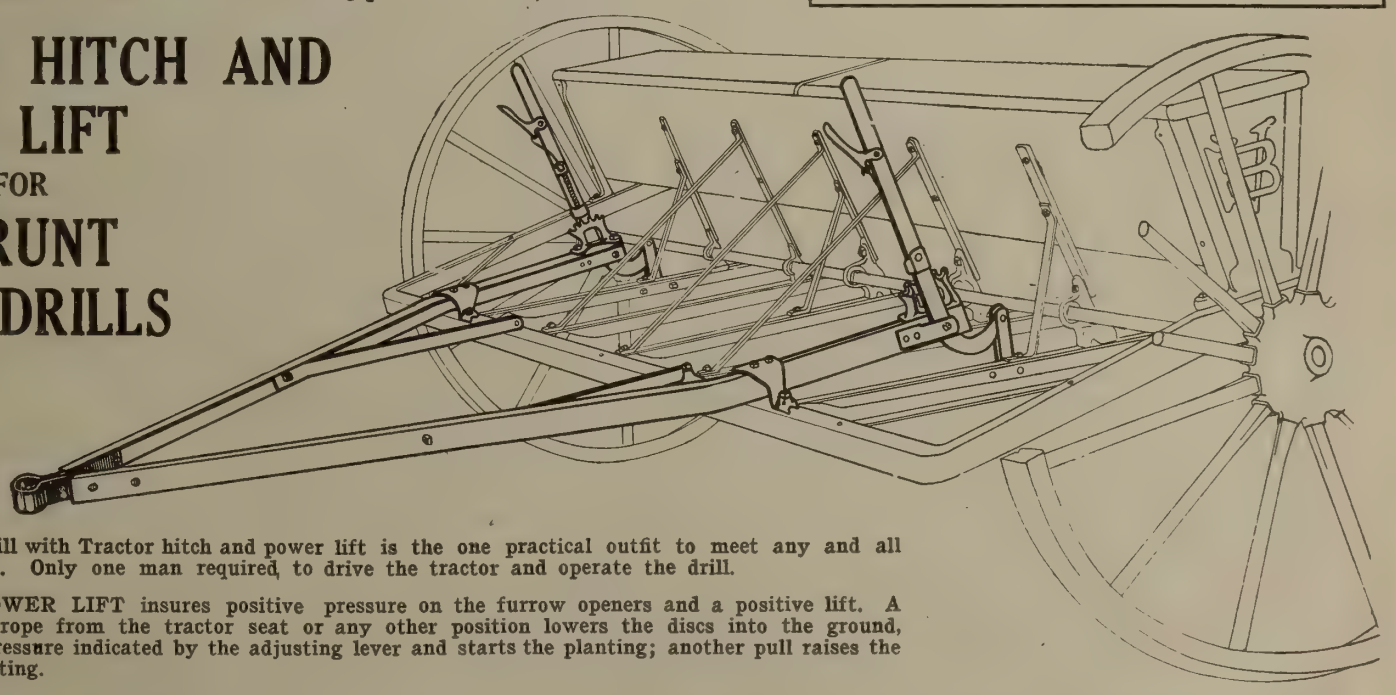
are the greatest boon in seeding machinery ever introduced into the business of intensive and extensive farming. They are made single or double disc and in either case they will complete a perfect job in any soil that is capable of being seeded. They will operate in gumbo, sticky or trashy soil without choking up or clogging.

In the double disc illustrated, blades are hand-straightened. All dents and curves are removed by expert saw straighteners, so that each pair of blades has a continuous cutting edge just at the right point to insure deep and even planting at all times. To prevent clogging of discs and choking up of grain in boots and tubes, there are two sets of scrapers on the inside. The outside scrapers have an adjustable spring tension to scrape hard or light according to conditions of soil, and can be removed from contact with the discs when favorable conditions of soil permits.

Write us for complete illustrated details of this fine seeding implement.

TRACTOR HITCH AND POWER LIFT FURNISHED FOR VAN BRUNT GRAIN DRILLS

A BIG SUCCESS AS A CONNECTING LINK BETWEEN POWER AND IMPLEMENT



The Van Brunt Grain Drill with Tractor hitch and power lift is the one practical outfit to meet any and all grain drilling conditions. Only one man required to drive the tractor and operate the drill.

THE VAN BRUNT POWER LIFT insures positive pressure on the furrow openers and a positive lift. A slight pull of the trip rope from the tractor seat or any other position lowers the discs into the ground, applies the amount of pressure indicated by the adjusting lever and starts the planting; another pull raises the discs and stops the planting.

:: SPECIAL DESCRIPTIVE BOOKLET ON APPLICATION; CONTAINS A COMPLETE COURSE ON POWER LIFT AND TRACTOR HITCHES ::

JOHN DEERE PLOW COMPANY LIMITED

WINNIPEG REGINA SASKATOON CALGARY EDMONTON LETHBRIDGE

The Concrete Mixer as a Farm Implement

The implements of a well kept farm do not necessarily consist altogether of machinery and tools for the tilling of the soil and cultivation of the crops or the reaping of the harvest. These are all necessary and the successful farmer of to-day takes pride in his equipment.

The farmers of Canada have another problem to face. To be successful they must make provision for the maintenance of their plant. Every large manufacturer knows the value of keeping his plant, which consists of buildings, machinery and tools, in a good state of repair and most of them have what is known as a construction and maintenance department.

No manufacturer can be a real success who does not make provision for the maintenance of his plant and equipment. The same might be said of the farmer if he allows his tools and machinery to lie out in the weather and rust. If he does not keep them at all times in perfect order he is a waster of his own wealth. Then, the erection and maintenance of his buildings is one which must be well looked after. On many farms in Canada the buildings equal from one-third to one-half the value of the land. If this be the case, then how important it is that every farmer shall not only erect buildings of a permanent nature, but shall look after their maintenance by putting them on proper foundations and providing proper drainage, and keeping them well painted.

Concrete can be used in farm buildings to good advantage, costing less than wood and making permanent structures. Many farmers find it profitable to own their own concrete mixer for their repair work and for the erection of new buildings and foundations. There are now on the market concrete mixers designed for this class of work that are inexpensive and can be operated either by hand or a gasoline engine. One machine will serve a number of farmers. Machine-mixed concrete can be made with less cement and costs less to produce than hand-mixed. A concrete mixer is now no longer a novelty to the farmer, but with the introduction of the smaller size mixer, built especially for small jobs, it is becoming a necessary part of the equipment of many well-kept farms.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

The Question of Exchange

Allowing that in the year recently ended the U.S. exported $84,000,000 worth to Canada monthly, and imported from Canada a monthly total of $49,000,000, the monthly balance of trade in favor of the United States was $35,000,000. As a result, Canadian Exchange fell to 84 cents on the dollar.

Therefore we have two tariff walls in the implement business. Assuming that a machine has an import duty of 37½ or 42½ per cent, when we have such exchange conditions we have an increase of the duty plus 16 per cent. In effect, the exchange erected a second tariff wall on Canada's frontier of 16 per cent on every dollar's worth of goods sold us by American firms.

This can only have one effect upon U.S. trade. For example, a Canadian merchant when buying in New York, receives only 84 cents worth of goods for his dollar. Again, the Canadian dollar is say 13 per cent above par in the British markets, so that if he buys the same kind of goods in Liverpool he receives $1.13 for one hundred cents. Whatever exchange does, it cannot be said to stimulate trade, in fact, it increases depression in business.

The fellow who can eliminate the factor of exchange will be a benefactor to humanity—and then some.

U.S. Tractor Production

In an investigation made by the Bureau of Public Roads, United States Department of Agriculture, of the production of tractors in the United States during 1919, reports from 80 manufacturers show that they manufactured a total of 164,590 tractors during the year. The number actually manufactured during the year was only a little over one-half of the total production estimated by the manufacturers. Of the tractors produced 22,012 were 16 to 18 belt h.p. and 94,653 were 20 and 22 belt h.p. Over 17,000 were 27 to 32 h.p. at the belt.

Dealers:—Here's Your Opportunity to Stimulate the Demand

WESTERN DEALERS will be interested in a list of Implement Specialties, Painted Wagon Woods, etc., now being issued by D. Ackland & Son, Ltd. It covers lines which for quick sale are being listed at prices much below replacement values, and dealers who receive it will find many items in it which they can buy greatly to their advantage in the matter of price.

If you have not received a copy, a post card will put you in touch with this money-making opportunity. Address:

D. ACKLAND & SON LIMITED
WINNIPEG, MAN.

Washing Machine Firm Opens Branch

R. J. Dinwoodie, western manager of the Blue Bird Corporation, announces that his firm will open a warehouse and establish a western sales office in Winnipeg. The Blue Bird Corporation manufactures the "Colonial Maid" electric washer, in its factory at Brantford, Ont. Mr. Dinwoodie stated that branch warehouses will be opened in Calgary, Saskatoon and Vancouver.

This Canadian company makes all parts for its machine in the factory at Brantford, Ont., with the exception of the motor, which is made by Westinghouse in the factory at Hamilton.

U.S. Holding Census of Farm Equipment Production

A census which will show the number and value of different items of farm operating equipment manufactured in the United States during 1920, the number sold in the United States, and the number sold for export, is being undertaken by the United States department of agriculture. Information will be collected from the manufacturers of farm implements ,vehicles and other equipment.

U.S. National Tractor Show

The Sixth National Tractor Show will be held at the State Fair Ground, Columbus, Ohio, February 7 to 12. It is stated that practically every booth under preparation for the show has been leased. The total floor space equals more than three acres. Eight buildings, including the Coliseum, will be used. Every available foot of space will be in use for the educational display of machinery and appliances. Dealers and manufacturers will have displays of tractors, tractor accessories, farm tools, power farming machinery and other equipment. The show will be an educational exhibit instead of a sales proposition as many of the tractor shows of the past have been.

Canada's Potato Crop

The 1920 potato harvest for the whole of Canada is represented by 138,527,000 bushels from an area of 784,544 acres, as compared with 125,574,900 bushels from 818,767 acres in 1919. The average yield per acre for 1920 is 176½ bushels, which compares with 153½ bushels last year and with 146 bushels, the decennial average for the period 1910-19. The total yield and the average yield per acre are the highest on record for Canada. By provinces, the yield per acre of potatoes is well over the decennial average throughout the Maritime Provinces, Quebec and Ontario. The total value to farmers of the potato crop for Canada is estimated at $134,693,000, as compared with $118,894,200 in 1919, the price per bushel ranging from 65 cents in Prince Edward Island to $1.39 in Manitoba. For Canada, the average price per bushel is 97 cents as against 95 cents last year, for Quebec it is 93 cents as against 85 cents, and for Ontario it is 96 cents as against $1.37.

U.S. Implement Exports

Figures issued by the U.S. Department of Commerce show that the farm implement exports for the first nine months of 1920 were, in value, $35,284,396, compared with $34,798,271 during the corresponding period of last year. There was an increase in the exports of hay rakes, tedders, plows, cultivators and threshers, and a decrease in mowers, reapers, planters and seeders

During the nine-month period 52,297,670 pounds of binder twine valued at $7,951,977 were exported. This was an increase of 12,000,000 pounds and about $700,000.

Clearer Contracts Wanted

A resolution passed by the Wisconsin Implement Dealers' Association commented on the present form of sales contracts in vogue. It said in part:

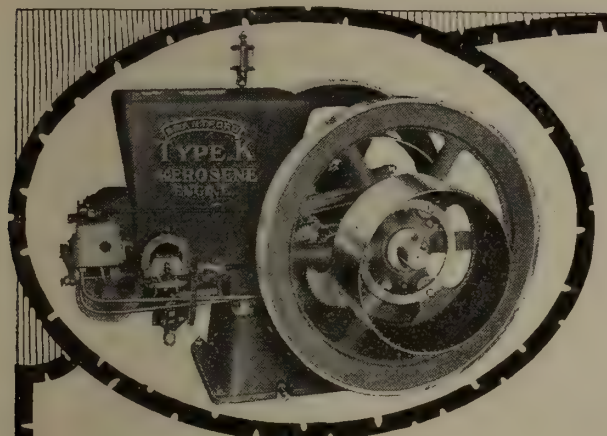
"The present method of distribution of goods from manufacturer and jobber to dealers we believe makes it unnecessary to have a long mystifying form of contract. We believe that implement dealers are not benefited by these contracts, and in many cases are handicapped and hampered in many ways. Therefore we ask the manufacturers and jobbers of farm machinery to give this matter their careful consideration, to the end that we may have a form of contract that will be clear and concise, without mystifying clauses, and eliminating many of the features that were necessary when business was done on a commission basis."

A Lady Manager

Miss Grace Harwood has been appointed manager of the John Deere Plow Co. at Bloomington, Ill., succeeding the late F. J. Savage. Miss Harwood has been connected with the establishment for the past eight years as stenographer, and during a portion of that time as assistant manager. Her ability to handle the business following the death of Mr. Savage won her the appointment.

Offer Stock to Employees

The Plymouth Cordage Co., North Plymouth, Mass., has made an offer to its employees of 25,000 shares of $10 par value stock at $20 a share, to be known as employees' special stock. This will be entitled proportionately to the same dividends and disbursements as the $100 par value stock of the company now commanding a price of $230 a share.



Keep Busy the Year Around!

During 1921 the dealer will have to handle lines that assure a steady demand if he is to be assured a profitable turn-over. You can contract for no better line than G. S. M. Made-in-Canada Farm Equipment.

We manufacture: Beaver Kerosene Tractors, "Ideal" Windmills, "Maple Leaf" Grinders, "Ideal" Kerosene Engines, Concrete Mixers, Steel Saw Frames, Power and Hand Pumps, Pumping Equipment, Steel Tanks, etc. We also handle Plows and Threshers.

Brantford Type "K" Kerosene Engines

2, 4 and 7 h.p.—Canada's Leading Farm Engine

With the Type "K" you can double your engine trade this year. Sell at popular prices, with a nice net profit for you. Dependable, easily operated. Every engine is guaranteed to develop excess horse-power and to positively not overheat running to full capacity all day burning kerosene. A great fuel saver. The "Brantford" has few working parts. Fuel tank is in engine base, magneto ignition, accurate governor and speed changing device. Write for particulars.

"Maple Leaf" Grain Grinders

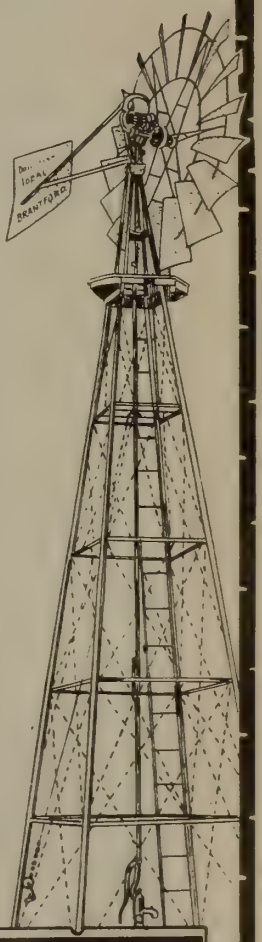
Made in 6 to 15-inch sizes

Immense Capacity—Do Perfect Work

You can sell them easily. They have been known and preferred by users for over 20 years. They contain many exclusive points of real merit which are protected by patents. Specially designed, extra strong, and well built, allowing high speed and largely increased output.

The "Ideal" Double Geared Pumping Windmill

—the simplest double-geared windmill made. Its roller and ball bearings insure running in lighter breeze and minimum amount of lubrication. Many "Ideal" Windmills are giving perfect satisfaction after 15 years' continuous service. The "Ideal" double-braced and double-girted tower is the strongest windmill tower made. Never blows down if properly erected. We furnish capable windmill experts to install complete outfits, if required.

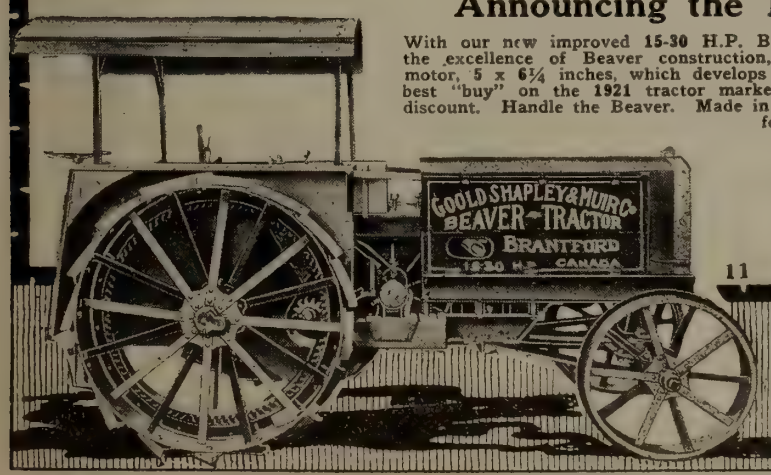


Announcing the 1921 Model 15-30 Beaver Tractor

With our new improved 15-30 H.P. Beaver the dealer has the tractor opportunity of a lifetime. In addition to the excellence of Beaver construction, the seven-speed friction transmission, the new Beaver has a larger motor, 5 x 6¼ inches, which develops 50 H.P. on the belt. With remarkable surplus power the Beaver is the best "buy" on the 1921 tractor market. We offer the trade an exceptionally attractive commission and quantity discount. Handle the Beaver. Made in Canada—no duty—no exchange—hence a reasonable price. Write to-day for the most profitable tractor sales proposition in existence.

Secure territory NOW.

For Agency particulars and literature, address



11

Goold Shapley & Muir Co. Limited

Distributing Warehouses: Portage la Prairie, Calgary, Edmonton, Saskatoon

Factory—Brantford Western Head Office—Regina

Quick Moving Lines Pay the Dealer

In times like these, when the farmer, if he buys at all, wants credit on all large goods, it is vitally important that the dealer concentrate on the sale of implement specialties, wood goods and similar fast selling lines which can be sold for cash. Such lines, for which a steady demand exists, mean revenue to the store, and are of real assistance in taking care of the dealers overhead.

We note that D. Ackland & Son Ltd., Winnipeg, are meeting the readjustment situation by issuing a new list. These prices quoted, in many items, away below replacement values afford the dealer a splendid chance of doing profitable business this spring with quick turnover and good profits. Copies of the list may be had from D. Ackland & Son by dealers who are interested in the sale of this class of goods. In implement specialties and wood goods the trade have a line that is in demand the year around—a demand that should be cultivated during 1921.

Carriage Factories Making Truck and Car Bodies

Carriage Factories, Limited, of Orillia, Ontario, are going extensively into the manufacture of all kinds of bodies for motor trucks of different makes, in addition to the manufacture of bodies, open and closed, painted and trimmed complete for pleasure cars. They are devoting their Orillia plant to these lines entirely and have made considerable changes in their production equipment there.

The carriage and cutter output of the company have been removed to the plant in Alexandria, Ontario, and in Montreal they are carrying on the manufacture of harness exclusively instead of carriages, blankets, harness, etc., which were made there up to two years ago.

Tractor Company Open New Service Station

In business circles the dominant and widely expressed belief is that the North American continent has rarely, if ever, faced a more hopeful outlook than it does in the dawn of 1921.

This feeling is shared to the full by Canadian Tillsoil Farm Motors, Limited, who have recently opened a fine new warehouse and service station in Winnipeg where a complete stock of machines and repairs are available. The new premises are at 46 Harriet Street (as shown in the photograph), and will be found a convenient rendezvous to which every farm machinery expert or pupil is cordially invited when visiting the city. This new service station is directly in response to the needs of the growing business of the "Tillsoil" Company. With this new equipment, together with their Regina service station, Tillsoil dealers and customers are assured of the very best service for the 1921 season.

The "Tillsoil" is a Canadian machine, manufactured at Amherst, N.S., and is backed by over a million dollars of Canadian capital. It has already proved its mettle under many and widely diversified tests, according to the manufacturers, to the complete satisfaction of owners.

Profits are no longer to be made by the obsolete methods of the all-horse farm or by any application of unassisted human labor.

The secret of all future success lies in the machine that is at once adequate and not wasteful. There is machinery to be had that will successfully deal with the worst that is ever likely to crop up in Western Canada. The "Tillsoil", it has been said, belongs to this class, and with the opening of the season the company look forward to a strong demand for this all-Canadian tractor.

Canada Second in Motor Production

Canada is now the second country in the world to manufacture automobiles. The automobile industry in Canada now represents a capital value of $50,000,000 and employs 15,000 people. The annual pay-roll exceeds $15,000,000. During last year the sales of the Canadian-made automobiles amounted to more than $100,000,000, which is a convincing testimony to the quality of the cars produced, and is a great credit to those engaged in the industry.

It requires nerve, determination and foresight to blaze a trail.

Automatic Grain Pickler

—REDUCED TO $6.75—

Made by Currie Manufacturing Co., Brandon, but furnished with metal pail instead of wooden one.

We are discontinuing all implements, and to move these immediately are offering at far below cost price to us. Single lots, $6.75; or lots of six or more, $6.00 each.

TERMS, CASH—F.O.B. MOOSE JAW

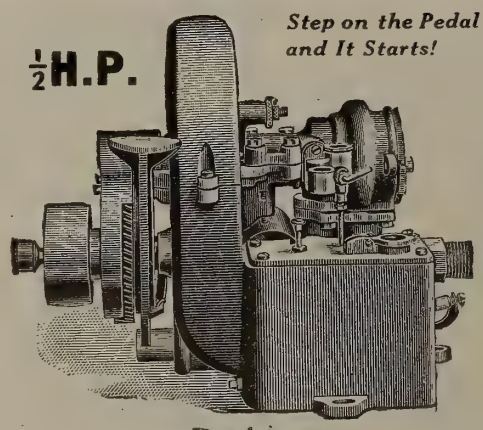
Canadian Specialty Co., Moose Jaw

EMERSON "HAFA-HORS" ENGINES

The only self-starting farm engine in the world. Just the right size and power for operating Fanning Mills, Grain Graders, Washers, Pumps, Churns, Cream Separators, Water Supply Systems, etc. Saves time and labor in house or barn. Costs less than 3c. an hour to operate. Weighs only 62 lbs. Dimensions, 16 x 14 x 14 ins. Show it—it sells itself. Ask for prices and literature. Don't delay.

½H.P.

Step on the Pedal and It Starts!



EMERSON WILD OAT SEPARATORS

Two Sizes—3 and 6-Shoe

GET THE AGENCY

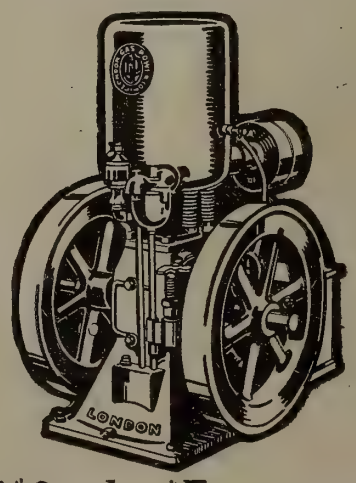
No other machine takes every kernel of wild or tame oats out of wheat or rye, saving all the wheat. Adopted as a standard tester by the U.S. Federal Grain Co. in all their elevators because of its perfect efficiency.

Order Your Spring Stock

EMERSON MANUFACTURING CO., Ltd.

1425 WHYTE AVENUE WINNIPEG, MAN.

THE LONDON ENGINE



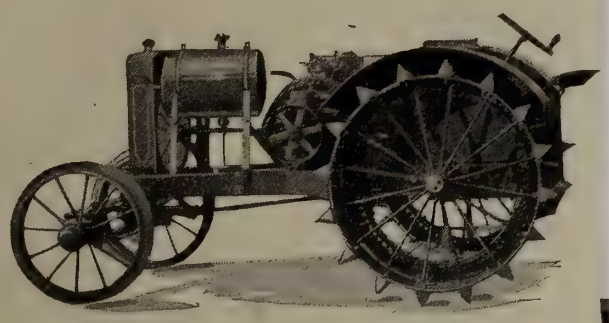
A "Quality" Engine at a "Quantity" Price.

Made in 5 Sizes.

Write for Catalogue

LONDON GAS POWER CO. LTD.

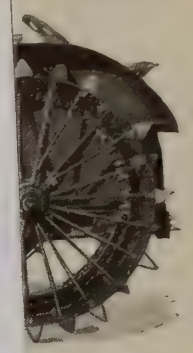
York St. London Ont. 6



Here It Is!

The New H

Ohio
Show



20

A Little Brother to the

They are going to do team work for Hart-Parr dealers in 1921 and they are a pair that's hard to beat.

Grab the Hart-Parr contract—if you can get it

Some Choice Territory Still Open For Live Wire Dealers

THE CONTRACT is based on the idea that your interests as well as ours must be protected. It's a "two-sided" contract.

DISCOUNTS large enough to satisfy any reasonable dealer—much better than anything we have been able to offer heretofore.

FINANCIAL PLAN—Our plan of depositing funds in the dealer's local bank with which to finance sales of our tractors has been a sensation, and has enabled our dealers to handle sales where competitors could not.

TERRITORY as large as you can handle in a manner satisfactory to you and to us—large enough that you can go about selling tractors in a serious-minded way and get profits in return for your efforts.

A PRICE GUARANTEE that protects both the dealer and the farmer. The farmer purchaser is to be refunded the difference in price should we be able to lower the price between now and June 1st, 1921, and the dealer to be refunded if any tractors purchased within the price guarantee period are on hand unsold.

A TRACTOR that needs no introduction, built by the Founders of the Tractor Industry—two popular sizes, the three-plow 30 and the two-plow 20.

Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.

Drop us a line today stating what territory you are interested in

HART-PARR COMPANY
Founders of the Tractor Industry
218 Lawler St. Charles City, Iowa

3-PLOW-POWERFUL STURDY KEROSENE TRACTORS-2-PLOW

30 HART-PARR 20

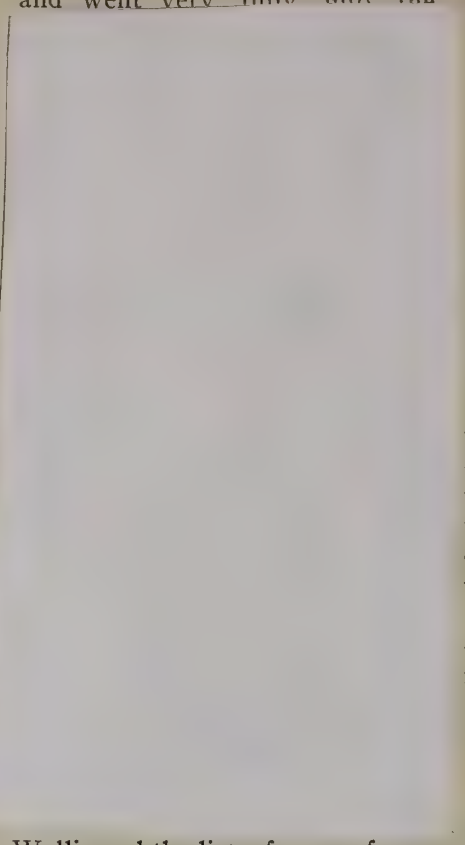
BUILT BY-FOUNDERS OF TRACTOR INDUSTRY-BUILT BY

Sawyer-Massey Take Over Distribution of Wallis Tractors

H. W. Hutchinson, vice-president of the Sawyer-Massey Company, Limited, Hamilton, Ont., announces that the Sawyer-Massey organization have secured the exclusive sale in Western Canada of the Wallis tractors, and the full line of power tillage implements, as manufactured by the J. I. Case Plow Works Co., Racine, Wis.

This tractor and line of tractor tools will be handled through the western branches of the Sawyer-Massey Co., in addition to their own well known line of tractors, threshers and road machinery. Full stocks of machines and parts will be carried at all the western branches of the company, so that dealers will be assured prompt delivery of all their requirements of the Wallis line and J. I. Case Plow Works tillage tools.

This new sales arrangement, which will be of the utmost importance to the dealers throughout the Canadian West, was closed the latter part of December. The Western branch managers of the Sawyer-Massey Co. were in convention at the Winnipeg offices of the company, and went very fully into the



Wallis and the line of power farming implements, along with a corps of experts from the factory, at Racine.

The following managers held a conference with Mr. Hutchinson the week of December 20th:

John Robertson, Winnipeg branch; W. J. Fuller, Regina branch; W. Perry, Saskatoon branch, and A. J. Balfour, manager at Calgary.

Along with Mr. Hutchinson the western executives analysed future trade policies and lined up their sales plans for the coming season. The company are very optimistic as to future trade and anticipate a good year's business.

Mr. Hutchinson stated that the factories at Hamilton would turn out over 2,500 separators to meet the 1921 demand. In the past two years, under the supervision of Mr. Hutchinson, the output of the plant has been increased enormously. Even at this early date they have several hundred machines manufactured ready for 1921 business, and the factory is working at full pressure.

The Sawyer-Massey Co. are now selling a very large number of their well known threshers to the trade in the United States. They manufacture for the J. I. Case Plow Works, Racine, who, after careful investigation considered that the Sawyer-Massey threshers were the best machine they could distribute in conjunction with their Wallis tractors and line of power farming implements.

The Sawyer-Massey Company are also doing a large export trade and recently sold an order of $80,000 worth of road machinery to Jamaica. Mr. Hutchinson hopes to be able to return to Winnipeg about the beginning of April, but will visit the factory four or five times a year so as to keep in contact with production conditions. The marked development of this pioneer company is a distinct tribute to the energy and executive ability of Mr. Hutchinson.

Gray Tractors Prove Popular

A. Prugh, manager of the Gray Tractor Co. of Canada, Winnipeg, announces that the company had a most satisfactory year during 1920. Mr. Prugh recently returned from a visit to the various trade centers throughout the West, where he made arrangements for the provincial distribution of the Gray tractor during the coming season.

J. W. Gray, president of the

The New Wonder

THE ONE PERFECT WILD OATS SEPARATOR

Manufactured in Winnipeg and Minneapolis

IT IS SO EFFICIENT IN CLEANING THE WILD OATS OUT OF WHEAT AND OTHER GRAIN THAT IT WILL EVEN CLEAN THE WILD OATS OUT OF THE GOOD OATS

That's the BIG, EXCLUSIVE ADVANTAGE of the "NEW WONDER" over other grain cleaners and separators. It succeeds where others fail. It actually does clean out the wild oats, something no other separator or fanning mill had ever done before, because it works on a different principle.

It gets the dust, dirt, scrubs, foul seeds and other foreign matter out of your grain as well as your WILD OATS. It is in every way a high-grade cleaner, combining the best features of other fanning mills, grain cleaners, and separators with our EXCLUSIVE PATENTED FEATURE OF SEPARATING WILD OATS.

There is no other machine in its class for quick, easy, thorough results.

Investigate the claims of the "NEW WONDER." It has been on the market for several years and has demonstrated its superiority over other makes. Test it out in comparison with similar machines, and see with your own eyes that the above statements are true.

We are now placing Contracts with Dealers. Write immediately as this ad. may not appear again

The New Wonder Manufacturing Co.

Canadian Factory: 416 CORYDON AVE., WINNIPEG

American Factory: MINNEAPOLIS, MINN.

Big Reduction In Price

New prices have been set for 1921, write for lower prices now. New prices show reductions up to 15% on FARMER JONES PACKERS, and up to 25% on Wood Goods

Order Early

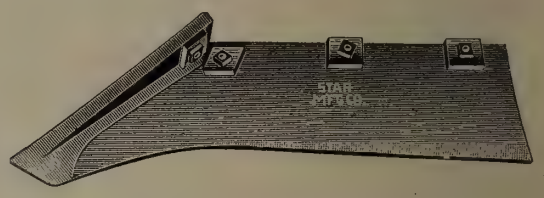
If your order reaches us early we can likely include your shipment in a carload lot effecting you a big saving in freight charges.

WOOD GOODS We can make prompt shipment on all Wood Goods. Our lines are reliable and well and favorably known. Write for new prices

List of Wood Goods

- Whiffletrees
- Doubletrees
- Neck Yokes
- Wagon and Implement Evener Sets
- Wagon Reaches
- Adjustable Wagon Tongues
- Crated Wagon Sets
- Wagon End Gates
- Boss Harrows
- Diamond Harrows
- Harrow Teeth
- Wild Oat Separators
- Mower and Binder Repairs and Supplies

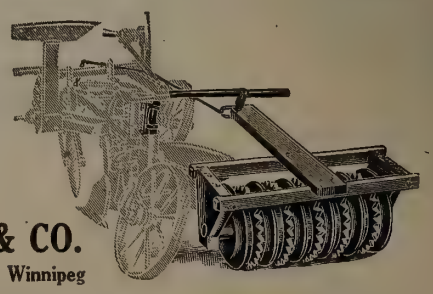
STAR PLOW SHARES



We have a big assortment on hand of these Superior Shares and can fill all orders promptly

FARMER JONES PACKERS

are money makers for farmers because their use makes a noticeable increase in the quantity and quality of the crop, and they are profit makers for dealers who have them on hand when they are asked for. Write for full information and new price.



F. G. WRIGHT & CO.

72-74 Henry Ave. :: Winnipeg

Gray Tractor Co., Minneapolis, paid a visit to the Winnipeg branch recently, and reports the factory busy. Many Gray tractors are being sold abroad; a large order has been booked for central Europe and also for Portugal.

The Gray tractor has been on the market for three years in the Canadian West, and from the large number of testimonials that Mr. Prugh has received from Gray owners it is evident that this tractor is giving the greatest satisfaction wherever used. He reports that from the data given by records the repair expense is phenomenally low. Users seem enthusiastic over the design and efficiency of their machines, and the Gray feature in design, which permits hitching of gangs of implements from the draw-bar and side arms. This tractor, as dealers know, has a wide drive drum which eliminates packing of the soil and permits the farmer to get on the softest and wettest soil. In fact, says Mr. Prugh, the Gray will travel in land where the plows will hardly work because the wheels sink so far owing to conditions. With a capacity for four or five plows, and for any separator from 24 to 36 inches, the Gray is a size of machine which appeals to the agriculturist.

The company look forward to a busy season in 1921 and are now closing arrangements with dealers in western territory.

A New Power Unit

The LeRoi Company of Milwaukee, Wis., makers of the LeRoi 4-cylinder motor which is used as standard equipment on a number of motor cultivators, light tractors, wagon loaders, pumps and contractor's equipment has announced the completion of a 4-cylinder power unit which will be marketed as a complete power plant.

It consists of a standard LeRoi 4-cylinder engine with standard rating of 15 h.p. and weighs only 750 pounds. It is complete to the last detail, with radiator, fan, carburetor, magneto, air cleaner, transmission and two 10-inch drive pulleys operating at right angles.

In order to extend your credit, pay promptly.

Guarantee Against Price Decline

Many industries, the implement industry among others, are giving to their dealers certain guarantees against price decline, which make it safe for the dealer to continue to do business in the usual manner and yet feel assured that any radical change downward in price is not going to place unusual burdens upon him. These price guarantees extend to periods which approximate the end of the sales season for the goods covered, and furnish the dealer a cushion which relieves him from the possibility of serious loss and places this burden upon the manufacturer. This plan has many advantages, particular among which are:

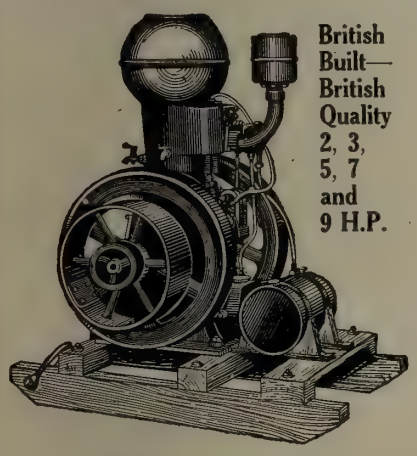
First: The protection of the dealer so that he will take stocks in at the usual time and be prepared to serve his farmer customer in the usual way.

Second: The obligation placed upon the manufacturer to bear the burden of price declines, so that he will be conservative in his attitude towards the dealer and not endeavor to sell him more goods than the trade can reasonably consume.

In other words, this guarantee aginst price decline insures an even operation of factories and a steady flow of goods to the farmer, so that stocks sufficient in quantity may be available for the latter's use when the time comes that he needs them.

Arguments favoring the practice from the wholesaler's and retailer's standpoints are as follows: It protects them against loss due to a falling market; permits early orders; avoids delays in shipment; insures ample stocks to meet unusual demands; permits ordering in large lots to save freight: permits placing orders more freely; responsibility for fixing prices should rest on the manufacturer because he is better posted concerning the prices of raw materials and primary markets; wholesaler's margin of profit is too small to risk market reductions; permits the handling of goods on a smaller margin, and therefore makes lower prices to consumer.

"I guess so" is the reply of a failure.



British Built— British Quality 2, 3, 5, 7 and 9 H.P.

LISTER Farm Engines

With "LISTER" Lines
Good Business is Assured the Dealer

--LISTER Engines Sell the Year Around

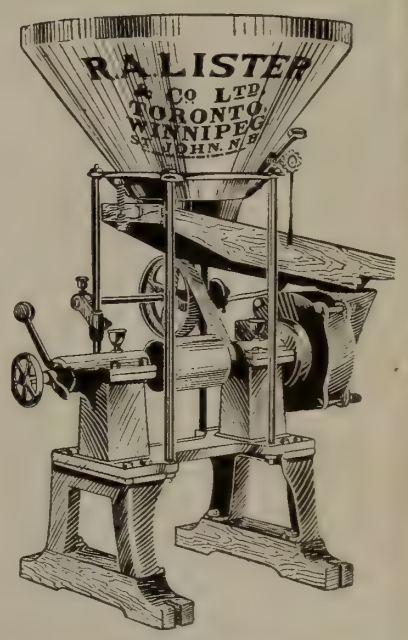
British built, and to the British standard of durability. The best materials and best workmanship. High tension ignition—no batteries. Automatic lubrication. Economical to run. Shipped complete with skids. Lister engines are what the farmer wants. Sell them this spring and make money.

--LISTER Grinders have Great Capacity

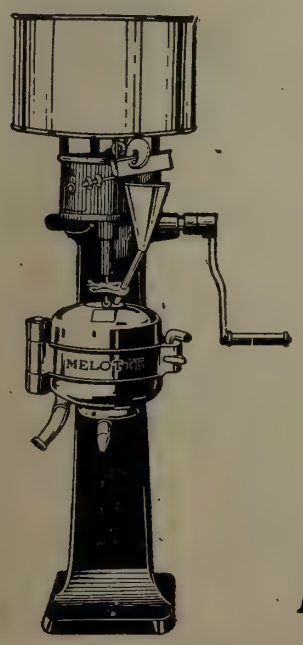
We guarantee Lister Grain Grinders to grind more feed on the same power than any grinder of the same size on the market. Heavy steel shaft with extra long bearings gives durability and rigidity. Ball thrust bearing. Large feed trough; ample screening capacity. Strong, reversible plates with worm force feed. All machines are fitted with bagger pulley. Sold with or without base.

--The Complete LISTER Line Includes:

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister-Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Power Pumping Outfits, etc.



LISTER Grinders
Five Sizes. 6 to 12-inch Plates



MELOTTE Cream Separators

Melotte Cream Separators

12 Sizes: Capacities, 280 to 1,300 Lbs.

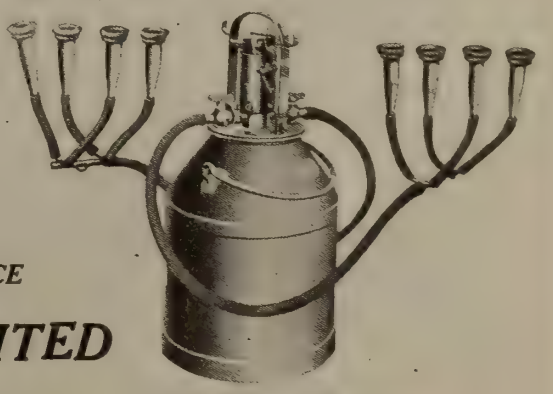
We can make immediate delivery of all sizes. The "Melotte" bowl is self-balancing and frictionless. Hangs free from a ball-bearing spindle. In construction and skimming efficiency the "Melotte" is the World's Foremost Separator.

"LISTER"--the World's Leading Milker

Our 1921 model is the last word in milkers. Lister milking machines have been in use all over the world for 15 years. Made in single or double units. Simple in design. An ordinary 1½ h.p. engine or motor will operate them. The Lister Pulsator gives a perfect release of the teats. The cups cannot fall off, and the stroke of the pulsator can be altered instantly to suit the individual cow.

DEALERS—Send for special literature. Let us show you how you can get the milker trade by handling the famous Lister machines.

IS YOUR TERRITORY OPEN? IF SO, WRITE AT ONCE



LISTER Milking Machines

R. A. LISTER & CO. (Canada) LIMITED

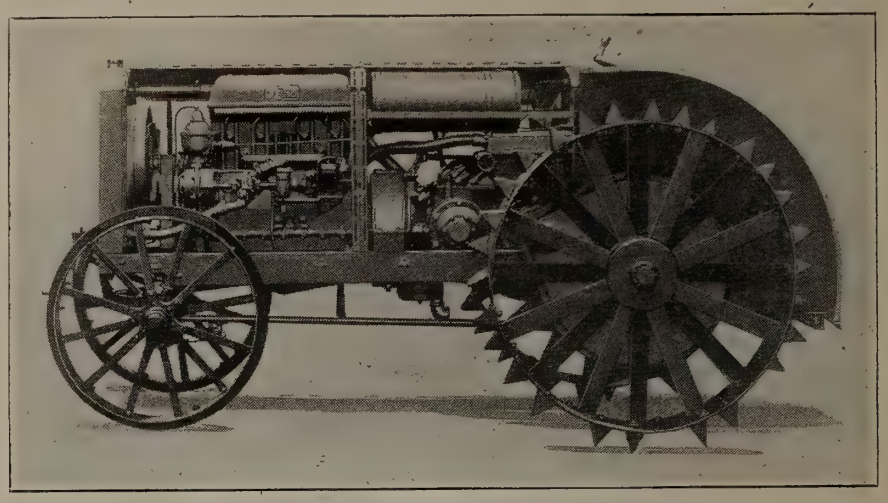
WINNIPEG **TORONTO**

Lauson Mfg. Co. Announce New Three-Plow Tractor

The John Lauson Mfg. Co., New Holstein, Wis., announce their new high-powered Lauson 12-25 h.p. tractor. This, says the company, is a machine with quality built into every detail, produced on a quantity basis, enabling the company to quote the low list price of $1,595.

The new Lauson develops 30 h.p. at the belt and 20 h.p. at the draw-bar, according to the manufacturers. It is a three-plow job with plenty surplus under average conditions. The weight is 4,300 pounds, not too heavy to pack but with weight sufficient for good traction. A wide range of speed for belt work and plowing is provided. Plowing speed is 2 to 3¼ miles per hour. Easily handled, it has a turning radius of 12½ feet.

There are no untried features in the new machine. The general design is the same as the larger size, 15-30 Lauson tractor, which so efficiently demonstrated its correctness by the remarkable performance on hillside work at the Walla Walla tractor demonstration. Again at the competitive Lincoln tractor trials, held in England last fall, foremost tractor authorities awarded the Lauson first prizes in class three—gold medal and cash award—which is proof the general design of the Lauson tractor is along the right lines.



The New High-Power Lauson 12-25 H.P. Tractor.

Twenty-three Hyatt and Timken roller and ball bearings give the 12-25 Lauson the same full jewel movement so famous in the Lauson 15-30 size. This construction reduces friction to the minimum and increases horse power at the belt pulley and drawbar.

All gears, including the final driving gears, are enclosed in dust-proof housing and operate in a bath of oil. In fact, mechanical improvements and refinements are noticeable throughout the entire quality construction.

The company claim that the new Lauson tractor can be operated cheaper on gasoline than kerosene. Taking the relative cost of the two fuels they show that the average operating costs of a tractor run for ten hours on gasoline is $6.14—with kerosene $7.15—at U.S. fuel cost.

The Power Plant

The Lauson 12-25 has a four-cylinder, valve-in-head engine, with good design and ample dimensions in all parts. A pressure oiling system is used, also the well-known Taco ball-bearing governor. A Taco syphon air washer and cellular radiator of ample size are other features. The transmission is selective type, sliding gear, fully enclosed. Belt pulley is 16 x 7 inches; at normal engine speed it runs at 650 r.p.m. On low the Lauson 12-25 runs at 2 to 2½ m.p.h.; on high at 2½ to 3¼ m.p.h. A stationary and swinging draw-bar permits the correct hitch for any type of implement.

Discontinue Catalogue Business

A report states that the United Grain Growers, Winnipeg, will discontinue the sale of their farm machinery and farm equipment lines by the catalog route, which they have used since the inception of this department. It is stated that the Grain Growers are appointing agents to represent their lines in the towns and villages throughout the West. Where possible they will appoint their elevator men the local machine agents, and failing this will place their machinery for local sale with agents who they will appoint to handle the goods they distribute.

Tudhope-Anderson Sell by New Route

The Tudhope-Anderson Company, whose headquarters are at Orillia, Ont., have, it is reported, made a change in their method of handling the lines they manufacture. In future the company will sell by catalog direct to the farmer, according to reports. For many years, as western dealers know, this line has been sold through the trade. It is alleged that the change in the system of merchandising is in an effort to place their goods cheaper in the hands of the farmers than the company consider would be possible by selling through agents.

If you haven't a business slogan get your gray matter or that of someone else to work for you, and adopt one that will feature your name, location and main line.

Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

The Biggest Bull Dog of Them All!

For the Large Farm or Small Elevator

Easily Driven and Easily Sold—In Demand Everywhere

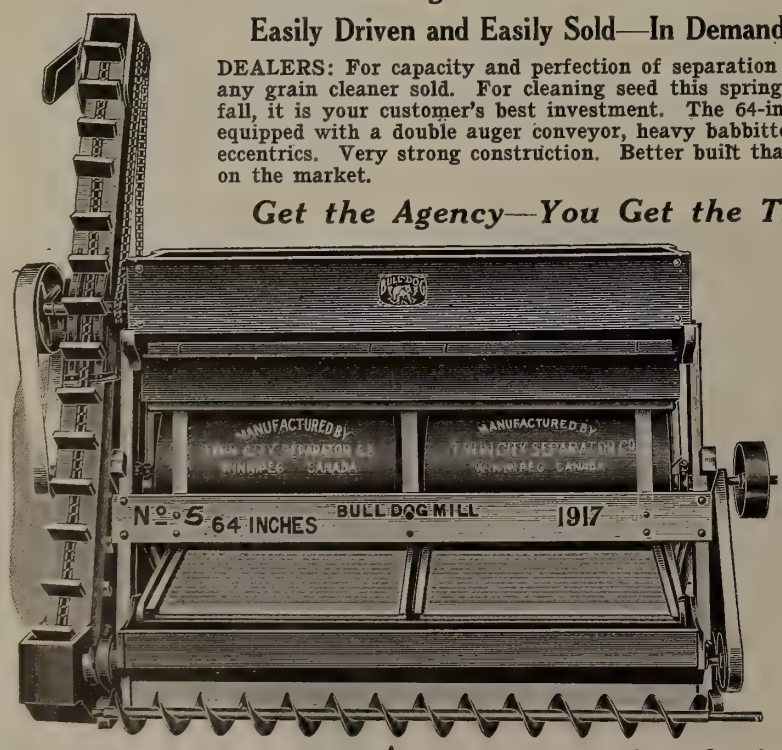
DEALERS: For capacity and perfection of separation this mill dominates any grain cleaner sold. For cleaning seed this spring, and the crop next fall, it is your customer's best investment. The 64-inch Bull Dog Mill is equipped with a double auger conveyor, heavy babbitted boxes and double eccentrics. Very strong construction. Better built than any mill ever put on the market.

Get the Agency—You Get the Trade—

ACT NOW!

BULL DOG MILLS
Made in five sizes:
24, 32, 40, 48 and 64 inch sieve widths
Capacities:
25 to 150 bushels per hour

Handle Canada's largest line of grain cleaners this year. Get Bull Dog prestige behind your business and very attractive profits are yours. Write for full details.



Note double auger conveyor; one for screenings—one for seed grain

64-inch Bull Dog with Screenings ↑ Sacker and Wagon Box Elevator

THE BULL DOG LINE

Includes: FANNING MILLS, ELEVATOR CLEANERS, WILD OAT SEPARATORS, SMUT MACHINES, ETC.

The Twin City Separator Company Ltd.

QUELCH STREET, WINNIPEG, MAN.

Address all correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta.

INTERNATIONAL MACHINES AND SERVICE

WE are over the threshold of the new year. The International agents will go on distributing the machines of this Company in the provinces of Canada. The International Harvester products give them the only complete line of farm machines sold in Canada—and it is a line founded on nearly a century of experience, and trusted among farmers. International machines sell with minimum effort, to farmers who know the advantages of investment in proved lines. The man who sells them profits by simplified handling of repairs, by freight saving and by association with world-famous International Service, which cements relations among this Company, its agents and the farmers.

The International Harvester Company of Canada Ltd., has sixteen large branch houses conveniently located in the best agricultural sections of Canada, which supply over 3,500 local agents with repair parts, twine, and emergency shipments of machines and implements when customers need things in a hurry. These various facts are full of meaning and opportunity for any International agent and for any man who will sell International machines in the future. Write the nearest branch for any desired information.

INTERNATIONAL HARVESTER COMPANY

OF CANADA LTD.

HAMILTON, CANADA

WESTERN BRANCHES:—BRANDON, WINNIPEG, MAN.; CALGARY, EDMONTON, LETHBRIDGE, ALTA.; ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.

EASTERN BRANCHES:—HAMILTON, LONDON, OTTAWA, ONT.; MONTREAL, QUEBEC, QUE.; ST. JOHN, N.B.

THERE ARE 16 CANADIAN BRANCH HOUSES, SERVING OVER 3,500 DEALERS, SO THAT YOU MAY BE SERVED PROMPTLY WITH MACHINES, BINDER TWINE AND REPAIRS

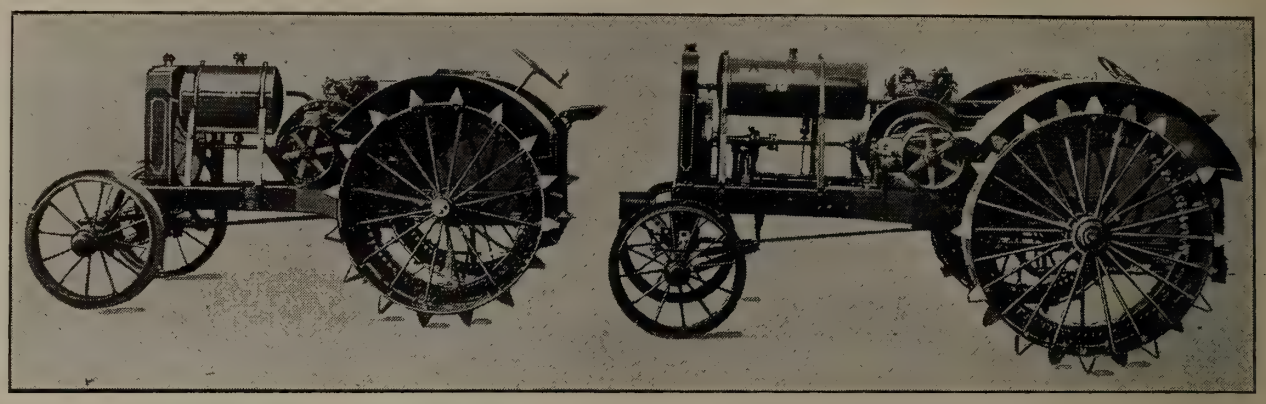
The Full Line of
INTERNATIONAL HARVESTER
McCORMICK DEERING
Farm Operating Equipment
Motor Trucks
Tractors
Engines

AGENTS, IN CONVENIENT REACH OF EVERY FARM, SELL INTERNATIONAL MACHINES AND STAND BACK OF THE PURCHASER WITH INTERNATIONAL SERVICE

Describing the New Hart-Parr 20 Tractor

A new model of tractor has been announced by the Hart-Parr Company, Charles City, Iowa—founders of the tractor industry—and will be known as the Hart-Parr 20, two-plow tractor—the "little brother" of the famous Hart-Parr 30. Experimental machines have been in the field for the past year and have passed through stringent tests before being ordered into production. The factory started limited production of the Hart-Parr 20 January first, and will gradually increase the schedule until July first when it will be turned out in quantity production.

The new tractor will be handled through the same sales organization as now handles the Hart-Parr 30. The Hart-Parr 20 will be first publicly shown at the National Tractor Show at Columbus, Ohio, in February, where the company has secured space for an extensive educational exhibit in which the new tractor will be the center of interest. Display tractors will go forward to distributors' and dealers' floors shortly after the first of the year.



Showing the relative size of the Hart-Parr "20" Tractors as compared with the Hart-Parr "30".

It is interesting to know from the specifications given us and the photographs sent us that in this latest design the Hart-Parr Company has retained the fundamental features of design shown in their earliest models, fifteen to twenty years ago. Their first tractors used a heavy duty, two-cylinder, slow speed motor. The Hart-Parr Company claim that many of these earliest tractors—17 to 20 years of age—are still operating successfully in the hands of their owners. It is not to be wondered at, therefore, that the Hart-Parr Company should follow this same design in their newer models.

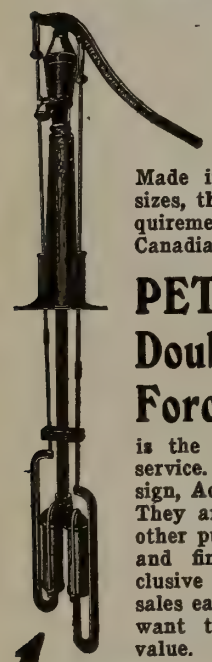
The Hart-Parr "20" and "30" have been standardized so that the design of the new tractor follows very closely that of the Hart-Parr 30, which is so well known to the trade. In fact, it might be said that the parts of the "20" are reduced in proportion to the power requirements from a three-plow tractor to that of a two-plow job.

As one looks at the Hart-Parr 20 he sees the well known Hart-Parr features, such as the two-cylinder, horizontal, slow-speed engine; the special kerosene fuel burning system, which features a kerosene shunt for burning the fuel cold under load and heated when under no load; a spur gear transmission, which is very accessible; a cast steel frame giving the tractor a solid bed on which to operate; a contracting band clutch, which gives a maximum ease of control; a belt pulley mounted on the crank shaft extension on the left side of the tractor, making it very easy to back the machine into the belt; a floating drawbar adjustment allowing for even operation of implements over rough and hilly ground.

The new tractor weighs only 3,800 lbs., yet it carries a heavy duty, two-cylinder engine with 5½x6½-inch bore and stroke, which at normal speed of 800 r.p.m. has actually tested better than 25 horse power. This is a very generous surplus over the 20 horse power rating. Surplus power has always been a feature of Hart-Parr tractors, giving them the ability to handle peak loads without difficulty. Among other features are the eccentric bushings for the rear axle allowing close adjustment of the final gears; the steel cast bull gears; the one piece of transmission gear case, furnishing ready accessibility and giving additional stiffness to the tractor at that point, and the steady rest plain bearing located next to the differential gear, thus avoiding any possibility of shaft deflection. All bearings in the transmission are of the anti-friction type. The water pump is driven directly off the governor and magneto shaft. A new feature is the enclosing of the entire valve mechanism as well as the valve operating push rods, which are located in tubes connecting the crank shaft to the valve lever housing. The lubrication of the mechanism is carried on through these tubes by the breathing action of the crank case, thus affording excellent lubrication at all times.

The engine of the Hart-Parr 20 tractor is comparatively light weight, weighing but 900 lbs. It is a valve-in-head type with two

PETERS PUMPS



Give More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1921

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "comeback." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peters Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

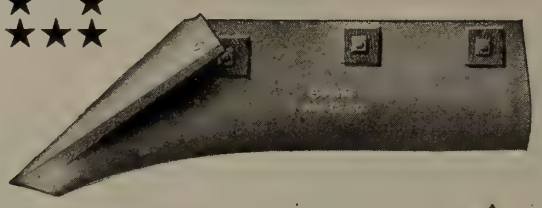
Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

FOR BETTER BUSINESS---
AND BIGGER PROFITS

STAR FITTED PLOWSHARES!

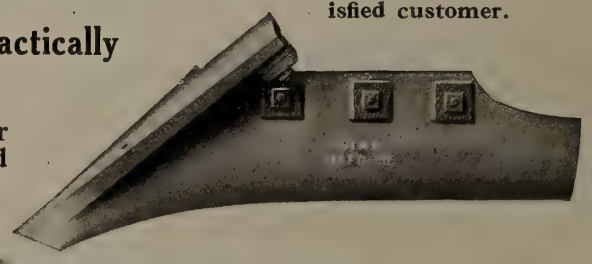


GUARANTEED highest quality materials and perfect in fit and finish.

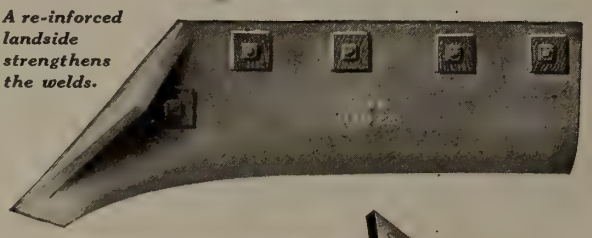
When you sell a STAR share you create a satisfied customer.

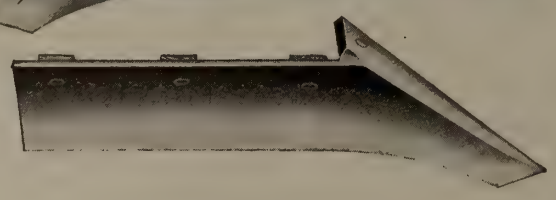
Shares for Practically Every Plow.

Ask your Jobber for "Star" fitted Plowshares and latest Share lists.



A re-inforced landside strengthens the welds.





JOBBERS

Wilkinson - Kompass Ltd., Winnipeg

F. G. Wright & Co., Winnipeg

J. H. Ashdown Hardware Co., Winnipeg, Saskatoon, Calgary

Western Implements Ltd., Regina

Metals Ltd., Calgary and Edmonton

Western Canada Hardware Co., Lethbridge

★ Star Manufacturing Co. ★

CARPENTERSVILLE, ILL., U.S.A.

cylinders, making 800 r.p.m. at normal speed and is cast in one block and bolted to the crank case. Diameter of the valve is 1⅞ inches with a lift of ⅜ inch. The water jacket is especially well designed, giving excellent circulation through the head and around the valve stems. A heavy crank shaft is used, having two main bearings which are 2½ inches in diameter by four inches long. The timing gears are attached to the crank shaft and enclosed on the right side of the crank case.

An enclosed centrifugal governor is used and is located on the top of the engine, being driven directly off the magneto shaft. The water pump is attached to the right end of the governor shaft, giving a very compact appearance to both pump and governor. This design requires only one stuffing box for the pump and no pump bearings are required. A bronze sleeve is used on the pump shaft where it passes through the pump shaft to prevent rust. The carburetion system is the famous Hart-Parr shunt in connection with a 1¼-inch carburetor. The tractor is designed to burn kerosene under all conditions. The system is by gravity from a fifteen gallon tank. Gasoline is used only for starting purposes. The standard Hart-Parr cooling system is used, consisting of a cellular radiator with storage tank. The fan is friction driven off the flywheel. The high tension magneto is used for ignition and lubrication is fresh oil by force feed from a six lead oil lubricator.

While following very closely the design of the Hart-Parr 30, an improvement has been made by an underslung design. The rear axle, which is of the full floating type passes through extension brackets which are cast into the steel frame in the rear. The front axle is mounted ahead of the frame so as to have plenty of room to oscillate. Limit stops are cast into the front of the frame as integral parts of it. The front axle is a flat steel bar built up Elliot type. The tractor is designed to run with two wheels in the furrow while plowing. The inner end of the wheel hub is large in diameter so that a large wearing surface for the end thrust is provided. Power is delivered to the rear wheels through an accessible spur gear transmission. The conventional Hart-Parr internal driving gear system is used, which ensures delivery to the drive wheels of maximum power.

Leading Features in the Hart-Parr "20"

Horse power rating—20.

Horse power maximum—25.

Cylinders—2, 5¼-inch bore by 6½-inch stroke.

Governed speed—800 r.p.m.

Main bearings—2½-inch diameter by 4 inches long.

Connecting rod bearings—2½ inches diameter by 2¾ inches long.

Valves—1⅞ inches clear diameter by ⅜-inch lift.

Carburetor—1½ inches in combination with Hart-Parr shunt.

Overall Dimensions

Rear wheels—46-inch diameter, 10-inch face.

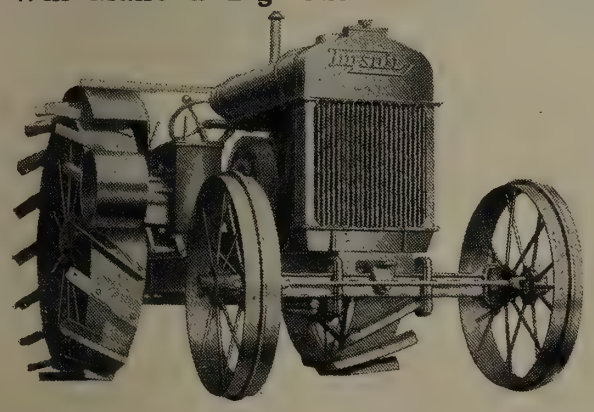
Front wheels—28-inch diameter, 5-inch face.

Weight, tanks and radiator full —3,800 lbs.

TILLSOIL 18-30

With Power Like A Steam Engine

Will Make a Big Cut in Farm Production Costs for 1921



"Tillsoil" 1921 Catalogue Now Ready

TILLS THE SOIL WITH OIL

The "Tillsoil" is backed by a million dollars of Canadian capital and with a factory having facilities for manufacturing better than five complete machines per day.

With its unusual reserve power and exceptional economy in fuel and oil consumption, the "Tillsoil" **is guaranteed to "make good" on any farm.**

TO DEALERS.—Agencies are now being closed for this high-class, big-selling Farm Engine. Get in on it while your territory is open. Write us anyway.

Canadian Tillsoil Farm Motors Limited

WESTERN HEADQUARTERS:

46 HARRIET ST. (Cor. Harriet and Notre Dame), WINNIPEG

Clean Grain and Clean Profits

Follow the sale of the

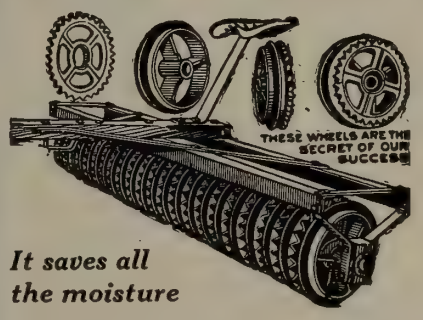
"NEW DUAL" CLEANER and SEPARATOR

Immense capacity. Does better work in less time. Reduces the heaviest mixtures in ONE RUN at a rate that would require two ordinary mills. Cleans and separates twice as fast as the best fanning mill of the same size ever made.

One Operation Cleans the Dirtiest Mixture

The double gangs and cut-off system are the secret of New Dual efficiency. Get a New Dual on your floor. Prove our claims for yourself. Show the farmers how this mill does finished work, in a few minutes, on any combination of dirty grain. No middlings—no half-and-half mixtures—but PERFECT SEPARATION of Wheat, Barley or Oats. Complete sieve and screen equipment with every mill. To show it is to sell it, and the New Dual gives the dealer a better margin of profit than the average mill. Let us tell you about it.

Sell the "Western" Pulverizer, Packer and Mulcher



It saves all the moisture

It Guarantees Bigger Yields and Earlier Crops

A Size for Every Farm

PLOW PACKER—2 ft. 6 in. two-furrow; 4 ft. three-furrow.

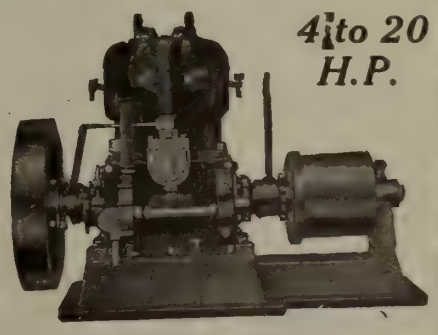
SINGLE SECTION—4, 6, 8, 10 and 12 ft. sizes.

THREE SECTION—11, 15 and 21 ft. sizes.

"Western" Pulverizers have revolutionized agriculture. They are different from any other machine on the market. Pulverize, pack and mulch the soil in one operation, giving a seed-bed that conserves all available moisture. Wherever used, they have given bigger, sturdier yields and earlier harvests. They eliminate loss through dry seasons. Get your spring requirements—NOW.

CUSHMAN LIGHT-WEIGHT ENGINES

4 to 20 H.P.



For all Power Purposes

More power per pound. Compact design. Steady running. No Cushman weighs more than 60 pounds per horse-power. Our 8 h.p. is the best general purpose engine your customers can own. Ask for literature, prices and our attractive sales offer.

Dealers: Get Full Particulars on these Fast Sellers

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. C.F., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

Minneapolis Threshing Machine Co. Have New Tractor

The Minneapolis Threshing Machine Co., Hopkins, Minn., announce a new model tractor rated at 17-30 h.p. This tractor is a developmet of the Minneapolis 12-25 h.p. It is now on the market and was very severely tested in 1919 and again in 1920. In announcing the new Minneapolis the company believe they offer a machine that will meet with the approval of farmers and dealers throughout Canada.

The Minneapolis 17-30 tractor weighs 6,000 pounds ready for shipment or about 6,400 pounds ready for work in the field. The motor is a 4-cylinder, vertical, valve-in-the-head with 4¾-inch bore and 7-inch stroke. It is of their own make and has removable inner cylinder walls. The motor speed is 775 r.p.m. extreme length of tractor, 11 feet, extreme width, 6 feet 2 inches. Drivers are 54 inches high, 12-inch face, low gear speed is 2 miles per hour, high gear speed 2.7 miles per hour with the motor running at its normal speed of 775. The belt pulley has a diameter of 15½ inches and the face is 7⅞ inches. The belt pulley being located on the crank shaft, has, of course, the same speed as the motor. Every gear is enclosed in oil-tight, dust-proof housing. Auto type of front axle is used; clutch lever controls the power by a twin disc clutch in the belt pulley. The tractor is equipped with a foot-brake, operating on the reverse shaft, Dixie Magneto, Bennett Air Cleaner, Kingston Carburetor and S & J Radiator is standard equipment. Wheel base is 6 foot 7⅞ inches. The rear axle and transmission gear shaft bearings are Hyatt rollers. The outer pulley bearing is double row self-aligning SKF ball bearing.

The tractor is constructed in three units; the front casting carrying the front axle and parts, the rear casting which is the transmission housing as well as rear axle housing and the center casting which is the cylinder block itself. These parts are machined and bolted together, also tied by a casting attached to the front part and the rear part, which casting carries the spring draw bar attachment. The front end of the tractor is spring mounted, special heat regulating manifold makes it possible to vary the heat supplied to the carburetor and a suction water valve automatically feeds water to the carburetor in proportion to the power being developed. This tractor is intended to handle three plows under all conditions that are at all favorable as well as the 28-inch cylinder Junior Thresher.

The rating of 17-30 h.p. seems conservative, for the 4-cylinder valve-in-head motor has cylinders 4¾x7 inches, with a governed speed of 775 r.p.m. With a weight of 6,400 lbs. and 4,400 static weight on drivers, the machine should be able to develop from 3,000 to 3,500 lbs. pull at reasonable plowing speed without exceeding a pull to weight ratio of 50 to 60 per cent, which practice and tests have shown to be about the maximum that can be obtained by any type of tractor under field operating conditions.

A special feature of the new Minneapolis tractor is the dust-proofing arrangement of the steering knuckles. Still another very worthy detail of design is the method of lubricating the engine valve-rocker-arms. The breather from the crankcase is a cored passage up to the cylinder head. This incloses the rockers, which are lubricated by the mist of oil. In addition to this, auxiliary hand oilers have been placed on the rockerarm bearings.

Avery Announce New Straw Governor

The Avery Co., Peoria, Ill., announce that as regular equipment with Avery "Yellow-Fellow" and "Yellow-Kid" separators they will supply their new duplex-automatic straw governor which automatically controls both the amount of straw fed into cylinder and the amount of straw that is delivered to the carrier by the feeder. The governor is actuated by the volume and condition of the straw.

The feature of the governor is an adjustable throat between the cylinder and the retarding fingers and, acting automatically, prevents the cylinder from slugging or wrapping. It also automatically stops the carrier from throwing straw into the feeder until what is already there is taken care of by the cylinder. The entire working of this governor is automatic without any dependence on the speed of the cylinder—the action is determined only by the amount and condition of the straw.

New Milker has Single Hose Feed

In contrast to milking machines with two or more tubes from the teat cups to the pail, a milker has been developed with but one feed tube. The pulsator, the ingenuity of which makes this simplification possible, is located in the branch connection, under the udder, this position making the teat cups more quickly responsive. The pulsator can be easily removed, disassembled, and cleaned. The familiar alternate action is used.

It requires some mathematical ability to sell goods on a 10 per cent margin when your overhead is 18 per cent.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Department, CANADIAN FARM IMPLEMENTS, Winnipeg.

H. A., Sask.—Grain grinder with following parts: Balance wheel R203; plate casing R51 and R52; casting R17 and 18. These are parts for a grinder handled by the Tudhope-Anderson Co. Write the Regina branch for repairs.

H. Bros., Alta.—The grain stacker you refer to is made by the Christiansen Harrow Works, Sioux Falls, S.D. It is a harvester with attached circular bin in which the bundles are set and then dumped in the form of a stack. The International Harvester Co., manufacture a stooker for attachment to binders.

J. C. R., Sask.—The "Daisy" feed grinder is manufactured by Beatty Bros., Ltd., Fergus, Ont. Repairs are carried at the western branches of the company. The Winnipeg branch have shipped you a set of 12-inch plates as required.

L. B. P., Sask.—You can procure a set of 7-inch plates for a type "M" grinder for a Chicago Airmotor from William Eddie, farm machinery distributor, Princess St., Winnipeg.

R. & Co., Sask.—Grinder with plates G-4 is one of a line handled by the John Deere Plow Co. You can get new plates from the John Deere Plow Co., Regina, Sask.

S. & G., Sask.—The Climax B ensilage cutter is manufactured by the Bateman-Wilkinson Co., Toronto. No repairs are carried in the West. Write the factory for required parts.

A. A., Sask.—The only firm we know of who can supply ice plows on short notice is the J. H. Ashdown Hardware Co., Winnipeg. We have asked this firm to forward you particulars of four different plows they handle.

C. M. W., Man.—The Sylvester gas engine for railway use is manufactured by the Sylvester Mfg. Co., Lindsay, Ont. Write the factory. No stocks are carried in the West.

S. L. M., Sask.—A heavy duty steel scrub cutter is manufactured by J. R. Eagle, Dauphin, Man. This machine is claimed to handle 4 to 12 acres daily.

C. E., Alta.—Part X113 is a cap, and SB273 boxing for wheel of a Deere and Mansur disc harrow. You can secure the parts through the Calgary branch of the John Deere Plow Company.

Follow the Birds
to
VANCOUVER ISLAND
-the island with a charming all-year climate, tempered by the ocean breezes. Mildest of winters with flowers blooming out-of-doors in December.
A thousand miles of excellent touring roads, ideal for motor traffic or riding.
Vancouver Island is the
GOLFER'S PARADISE
with a fine selection of courses.
Travel by C.P.R. in comfort and see the
CANADIAN PACIFIC ROCKIES
In Their Winter Garb
TWO TRAINS DAILY
Call or write to any agent of the
Canadian Pacific Railway
CANADIAN PACIFIC RAILWAY
PARLIAMENT BUILDINGS

Canadian Pacific Railway New Sixty-Ton Hopper Bottom Box Cars

THERE is now on order for the Canadian Pacific Railway Company 3,500 of the new sixty-ton hopper bottom cars which the company had hoped to have available for grain handling this fall, but owing to delay of contractors in getting material only a few have been received.

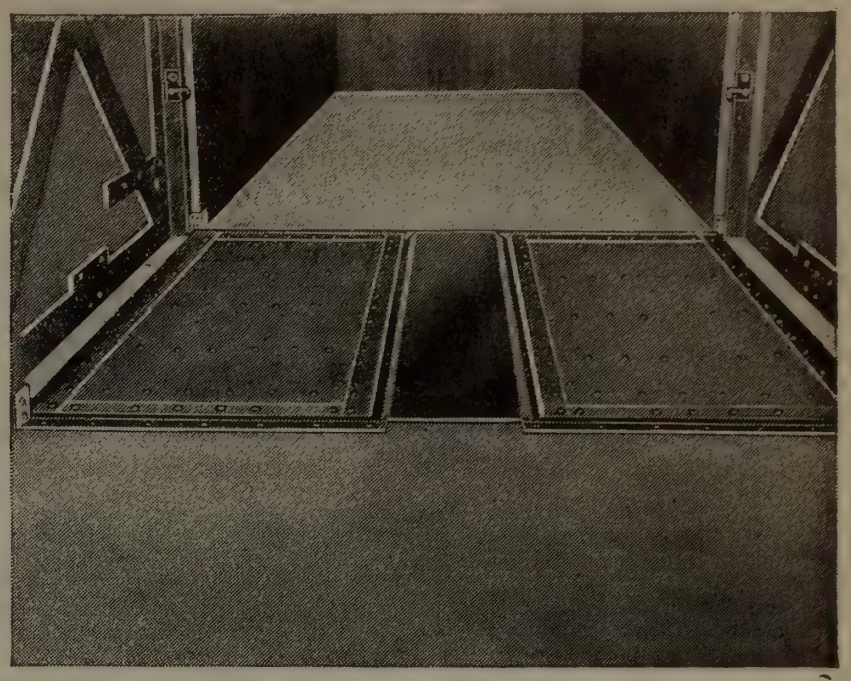
Two features which make this new equipment particularly suitable for service on a road with a heavy grain traffic stand out strongly in the design of these latest box cars now being built for the Canadian Pacific Railway. The limit load which the cars will carry is 60½ tons, the floor having special hopper bottom which is designed to facilitate unloading of bulk material and to eliminate the need for temporary grain doors. The new cars are 40 ft. 6 in. long, 8 ft. 6 in wide and 9 ft. high inside.

The cars are built with steel underframes, steel side frames, corrugated steel ends and outside metal roofs. All carline flanges are covered with strips of wood arranged to prevent the accumulation of dust that might be shaken down from time to time and possible damage the lading.

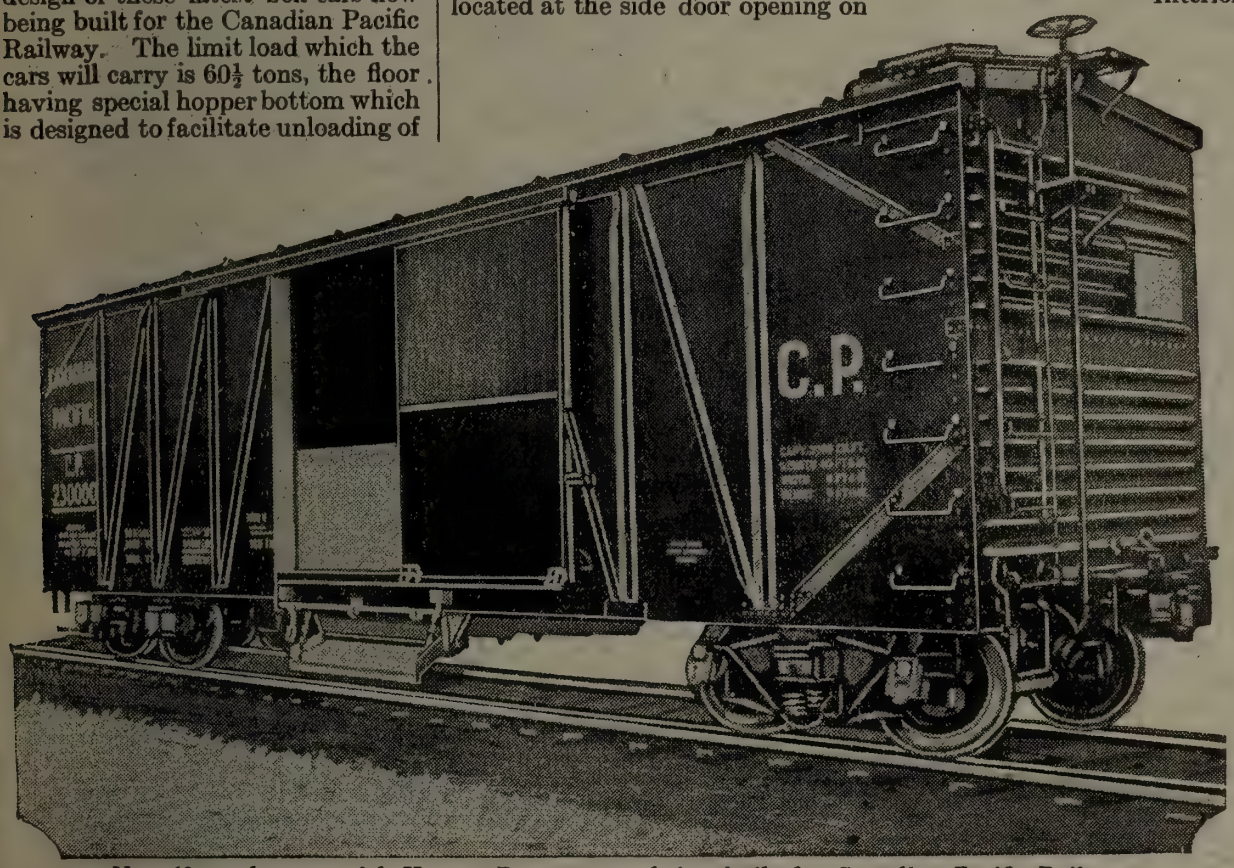
Hoppers of the Burnett type are located at the side door opening on each side of the car. When used for freight that cannot be dumped through the hopper, the car has a solid level floor the same as an ordinary box car. When grain, coal, etc., are to be loaded the specially constructed sections of floor over the hoppers are turned up against the side door post. This arrangement allows the load to go directly into the hoppers, and also saves considerable temporary floor lumber. When the cars are unloaded it is only necessary to remove the pin that locks the hopper doors; the doors open quickly by gravity.

Special care has been taken to obtain a side door of satisfactory design. The interlocking front and back edges are exceptional protection against weather and pilfering. The top edge is weather proof, yet so arranged that it cannot become blocked with ice. The bottom of the door is fitted with turned rollers that fit on a very substantial and rigidly supported track.

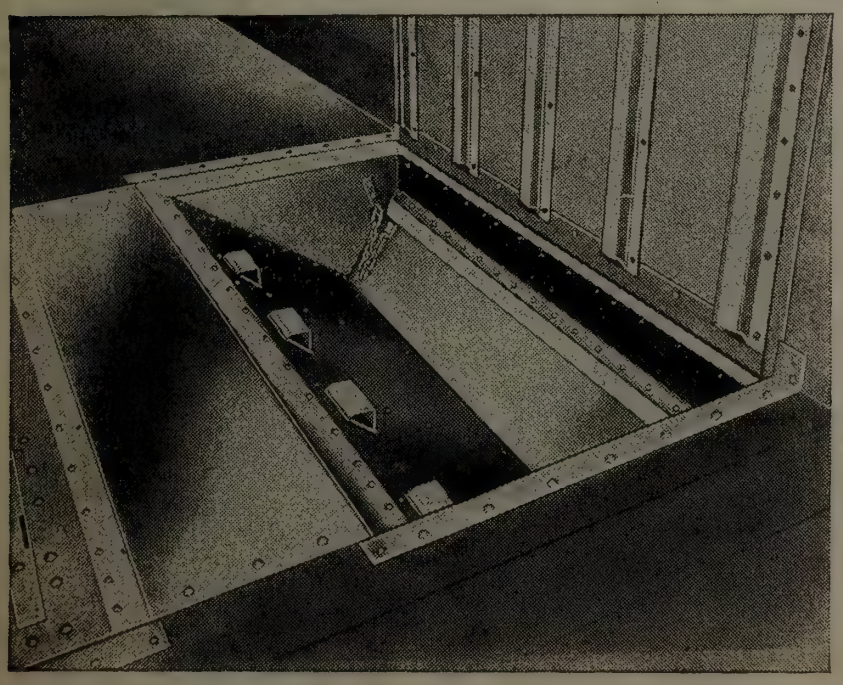
The trucks are of the standard arch bar type with improved truck columns, spring plank and truck column fastenings, pinless brake beam, hanger brackets and four point brake beam suspension. This type of truck has given the best satisfaction of any so far used by this railway.



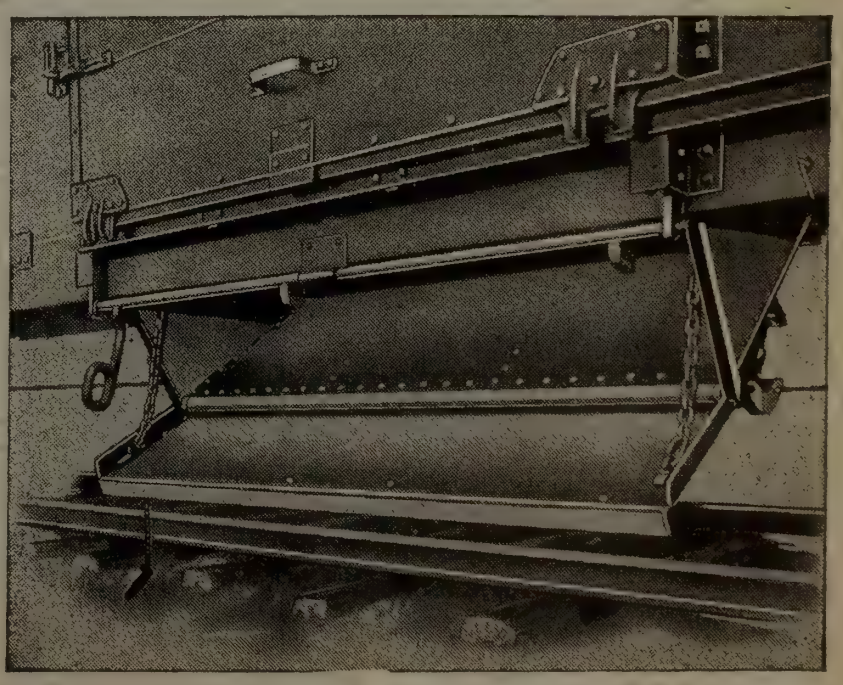
Interior of car with Hopper closed



New 60-ton box car with Hopper Bottom now being built for Canadian Pacific Railway



Floor section raised for grain loading



The Hopper when open discharges the load outside the track

New Problems in Tractor Sales

Advertised Tractors

Oil Pull
Advance Rumely Thresher Co.

Canadian
Alberta Foundry Co.

Aultman & Taylor
Aultman & Taylor Machinery Co.

Avery
Avery Co.

Bates Steel Mule
Bates Machine & Tractor Co.

Imperial
Robert Bell Engine & Thresher Co.

Cleveland
Cleveland Tractor Co.

Case
Case, J. I. Threshing Machine Co.

Waterloo Boy
John Deere Plow Co.

Eagle
Eagle Mfg. Co.

All Work
Electric Wheel Co.
Geo. White & Sons

E. B.
Emerson Brantingham Implement Co.
Anderson Roe Co. Ltd.

Fordson
Ford Motor Co. of Canada Ltd.

Gilson
Gilson Mfg. Co.

Beaver and Ideal
Goold, Shapley & Muir Co., Ltd.

Gray
Gray Tractor Co.

Hart-Parr
Hart Parr Co.

Holt Caterpillar
Holt Mfg. Co.

Huber
Huber Mfg. Co.

International Titan & Mogul
International Harvester Co.

Happy Farmer
La Crosse Tractor Co.

Lauson
Lauson, John Mfg. Co.
Cushman Motor Works of Canada Ltd.

Macdonald
Macdonald Thresher Co.

Massey-Harris
Massey Harris Co., Ltd.

Twin City
Minn. Steel & Machinery Co.

Monarch Neverslip
Monarch Tractors Ltd.

Nichols & Shepard Oil Gas
Nichols & Shepard Co.

Plowman
Plow Man Tractor Co.

Heider
Rock Island Co.
Waterloo Mfg. Co.

Samson
Samson Tractor Co.

Sawyer-Massey
Sawyer Massey Co., Ltd.

Wallis Cub
Wallis Tractor Co.
Canadian Fairbanks-Morse

TRACTOR prospects for 1921 call for caution and foresight but certainly do not justify pessimism. The reasons for tractor sales are sound. Stronger sales efforts and the highest quality will be required and these combined cannot fail to produce results. Lower produce prices demand lower production costs. Labor-saving machinery on the farm is more than ever a necessity.

Farmers Must Buy

Farmers will be investing, not freely spending, money this year. They cannot stop buying. Caution will be exercised and only well known quality-proven tractors, such as are advertised in THE NOR'-WEST FARMER, will be purchased. This condition is favorable to big sales by the dealer handling a tractor that has won the confidence of the best farmers in his district by wide publicity in Western Canada's oldest and best farm paper.

The Value of Reputation

A dealer's reputation is made by the goods he handles. The easiest way for a dealer to discover the quality and worth of a tractor is to find the volume of advertising that supports its sales and the amount of that advertising that is reaching his customers direct through a well-read farm paper. No poor tractor could be widely advertised for any length of time.

The tractors listed on this page are sold by firms who advertise consistently to THE NOR'-WEST FARMER readers. Leading tractor manufacturers will continue to use big space in 1921, backing up their dealers' efforts throughout the year. Dealers can tie up to these lines with good assurance of tractor sales success.

It pays to keep tab on advertising in THE NOR'-WEST FARMER. One dollar brings it for one year.

The Nor'-West Farmer

The Pioneer Farm Journal of Western Canada

Winnipeg - - - Canada

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 2 WINNIPEG, CANADA, FEBRUARY, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

An Advantage to Farmers

As the pioneer Bank in Western Canada, we are bankers for the United Grain Growers, the United Farmers of Alberta, the Saskatchewan Co-operative Elevator Company, and other similar institutions.

Consequently, individual farmers find it a distinct advantage to transact their business through this Bank.

UNION BANK OF CANADA

HEAD OFFICE : : WINNIPEG

459

YOU CAN Reduce Your Fire Premiums 50%

Our Hardware Companies have returned 50% of the premium paid (based on board rates) to United States Hardware and Implement policy holders since 1908.

The Canadian Hardware and Implement Underwriters

C. L. CLARK, MANAGER

802 Confederation Life Bldg., Winnipeg

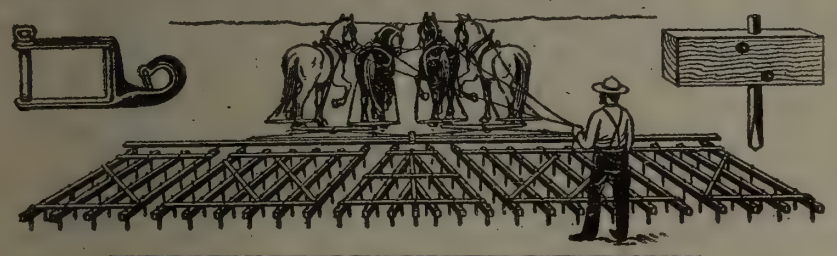
(Operating in Alberta, Saskatchewan, Manitoba and Ontario)

PROVINCIAL AGENTS WILL CALL AT YOUR REQUEST.

INSURANCE IN FORCE	OVER $218,000,000.00
NET CASH SURPLUS	OVER $ 1,800,000.00
DEPOSITED WITH DOMINION OF CANADA	$ 150,000.00

REFERENCE: BANK OF MONTREAL, WINNIPEG

Sell WATSON'S HARROWS



WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design. Have exclusive features. Easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet; 174 Tooth, 30 feet; 222 Tooth, 38 feet. Consider no statement that you can get harrows "just as good" as Watson's. There is but one Watson. Order it from us.

Pay us a Visit during Winnipeg Bonspiel

We will be glad to have you call and look over the complete Watson Line. Address your mail in our care. Take Logan Ave. West car to Chambers Street.

A Full Line of REPAIRS for MOLINE and JANESVILLE Implements

Moline Plows (Best Ever, Good Enough, etc.) Moline Disk Harrows (Economy)

Mandt Wagons and Farm Trucks

Manure Spreaders (National and Mandt) Monitor Drills

Moline Universal Tractors Moline Engine Gangs

Adriance Binders, Mowers and Rakes

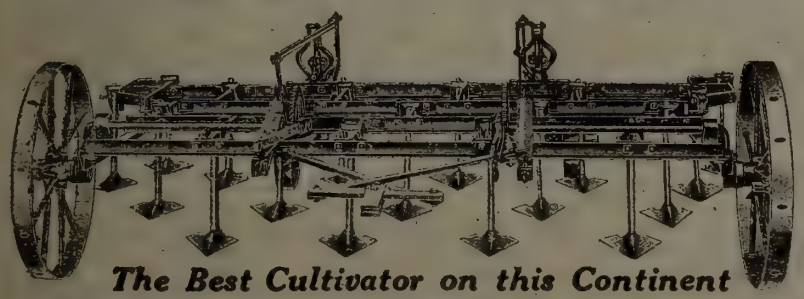
Also Repairs For Janesville Plows, Disc Harrows, etc.

SEND US YOUR REPAIR ORDERS

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG, Man.

Ronald-Smith Cultivators



The Best Cultivator on this Continent

IT GIVES UNIFORM CULTIVATION—This means a better seed bed.
IT WILL NOT CLOG—Just think of it.
IT HAS A SHEAR THAT WILL DO THE WORK—And a little more.
It has a frog to support the shear wing with quantity and quality of material that enables us to guarantee that it will stand up to the work you put it at and do that work with ease.

Agencies open for this machine—Write before it is too late.

Western Implements Limited

6TH AVE. & SCARTH ST. - - - REGINA, SASK.

Mutual Help

is the root idea of Life Insurance. Men join together that ALL may bear without disaster, loss that would fall with crushing weight upon one alone.

Obtain particulars of this helpful alliance. While you are doing so, procure particulars of THE BEST THERE IS in Life Insurance. And the best policies—by the proof of ACTUAL RESULTS—are those of

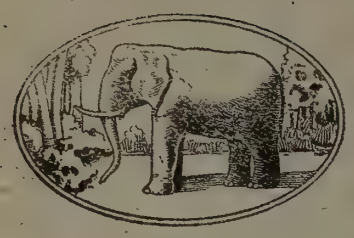
The GREAT-WEST LIFE ASSURANCE Co.

DEPT. "P 16"

HEAD OFFICE - WINNIPEG

A postal will bring full information by mail. State age.

JUMBO FARM ENGINES



Make 1921 Your Biggest Year

By Selling

Jumbo Farm Engines

Jumbo Strong Points

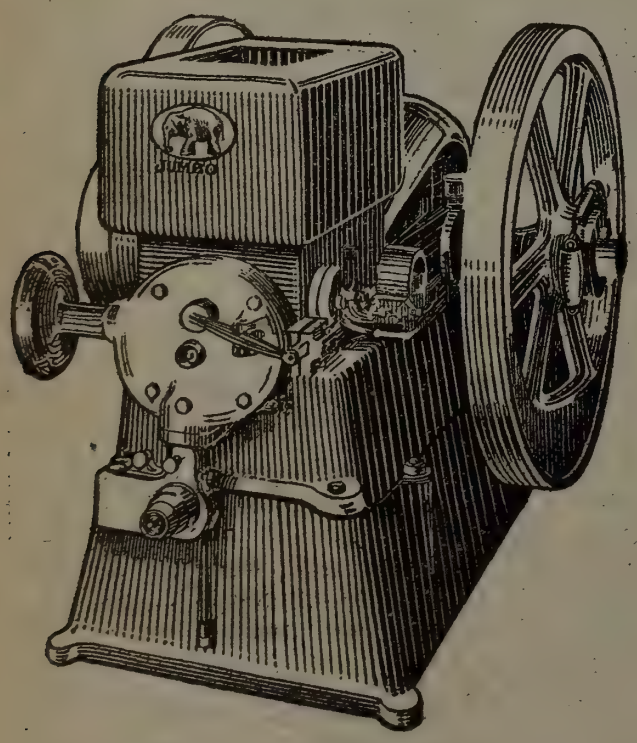
Perfect Mixer
A specially designed mixer gives a perfect, uniform fuel supply with either kerosene or gasoline.

Oscillating Magneto
Webster oscillating magneto gives a hot fat spark in all kinds of weather.

Easy Starting
Positive fuel supply and perfect ignition make quick starting easy and sure.

Positive Governor
Positive governor gives even speed under all loads. More power when needed and then only—saves fuel.

Auxiliary Valve
An auxiliary valve does away with the fuel pump and keeps plenty of fuel in the mixer.



Jumbo Farm Engines will help you to build profitable new business this year—just as they have helped other dealers in the past.

More than 100,000 Jumbo Farm Engines are working for farmers—chosen because they stand up under the exacting service of farm work.

Your customers get satisfaction from the goods they purchase or they buy elsewhere the next time. You may safely count on Jumo Engines to deliver the reliable power — sure, quick starting; economy of operation—that brings repeat-order satisfaction.

Look over the Jumbo Strong Points, a partial list of the features which have made thousands of friends for Jumbo Engines, and many customers for Jumbo dealers.

Active dealers who plan to get their share of 1921 business will find the Jumbo line of engines a big help. Write to-day for descriptive literature.

NELSON BROTHERS COMPANY, Saginaw, Mich., U.S.A.

Drawing made from photograph showing battery of Case 22-40 H. P. tractors working near Oskaloosa, Iowa. Case 10-18 and 15-27 tractors can be equipped with rubber tires for municipal and industrial work.

A Spring Sales Opportunity Too Good To Overlook.

Case Road-Building Machinery

Steam Road Rollers	2 sizes
Rock Crushers	2 sizes
Mounted Rock Bin with Screen	15-ton
Road Graders	3 sizes
Road Drags	3 sizes
Road Rooters—(Iron or Steel Beam)	275 lbs.
Road Sprinkler	12 Bbl.

ALONG about this time "live" implement dealers everywhere are lining up prospects for new farming equipment with which to handle the spring work on time. Case dealers are energetically working up sales for **Case Kerosene Tractors, Grand Detour Tractor Plows and Tandem Disc Harrows.** If you are a Case dealer don't overlook, however, that other great opportunity for spring volume—the sale of **Case Road-Building Machinery.**

The breaking up of winter will leave many roads in your community in bad condition—both country roads and city streets. Naturally you are interested in seeing such roads and streets improved. Perhaps your influence will help to this end. Incidentally, as a Case dealer you should exert your sales ability to indicate the most economical and efficient method of bringing about such improvement. By doing this you will be benefiting your community measurably, and at the same time you will be taking advantage of a spring sales opportunity for Case machinery that is too good to overlook.

J. I. Case Threshing Machine Company

Dept. B216 - Racine, - Wisconsin

CASE

TRADE MARKS REG. U. S. PAT. OFF. AND IN FOREIGN COUNTRIES

ROAD MACHINERY

NOTE: We want the public to know that our plows and harrows are not the Case plows and harrows made by the J.I. Case Plow Works Co.

COCKSHUTT

Power Lift Drills

Save much time and a lot of work. Discs or Shoes rise automatically at ends of furrow and enter the ground again instantly the clutch is tripped. Pressure can be increased or decreased as readily as on an ordinary drill.

NOTE THESE FEATURES:—

- Ample strength to stand up to the hardest service.
- Extra large capacity grain boxes with steel covers.
- Light draft due to careful design and thorough lubrication.
- Easy to operate either from footboard or from seat of Tractor.
- Tractor Hitches supplied for 20 and 24 sizes when wanted.
- Single Discs, Double Discs, Drag Shoes or Hoes, all interchangeable on same frame.
- Cockshutt Seed Drills are supplied in 12, 14, 16, 20 and 24 sizes—each with 6″ spacing between the furrow openers.

A Cockshutt contract gives you a COMPLETE line, manufactured in Canada, in one of the largest and best equipped factories and backed by many years of successful advertising and service to Canadian farmers. It's THE line it pays to push.

Let us send you our new Dealer proposition to-day.

Cockshutt Plow Co. Limited

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

CANADIAN FARM IMPLEMENTS

Vol. XVII., No. 2 WINNIPEG, CANADA, FEBRUARY, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c

Winnipeg Bonspiel—Bigger and Better Than Ever

Once again we have the month of February with us and the joys of good sportsmanship that it brings. Winnipeg will be a centre of interest in the holding of the greatest event of its kind in the world, the 33rd Annual Bonspiel. An informal reception will be held on Monday evening, the 7th, at which the draw for the opening event (The Dingwall Trophy) will be made and the announcement as to the rinks drawn to play in the first round. Tuesday morning, 10 o'clock, the first games will commence and there will be something like 50 sheets of ice in use. From then on, old acquaintance will be renewed new ones made, and for ten days one of the cleanest and most popular of winter sports will hold sway. Rinks from Ontario, the United States and all Western provinces will clash and the 'Spiel is bound to be a bigger success than ever. We welour many friends who come in for other recreation. May we have visits from you all and renew our old friendships.

Curling on a Scottish Loch—The Original Home of the Roarin' Game.

The Prize List and Events

There are some thirteen events, four of these being the open events which any rink is entitled to enter if they are affiliated with a curling club that is recognized by the Manitoba Curling Association. The prize list this year is better than ever and amounts to $7,000. Below is a line-up of the events and the prizes accompanying each one, the open events heading the list.

The Dingwall Trophy.—1st prize, four silver tea and coffee sets in mahogany trays; 2nd, four mahogany clocks; 3rd, four silver fruit dishes; 4th, four silver Pyrex casserole dishes.

Purity Flour Challenge Trophy.—1st prize, four cabinets of silver; 2nd, four cut glass water sets; 3rd, four cut glass vases; 4th, four silver fruit bowls.

Birks Trophy.—1st prize, four mahogany clocks; 2nd, four table lamps; 3rd, four silver plated baskets; 4th, four sets of Sheffield carvers.

Walker Theatre Trophy.—1st prize, four gold watches; 2nd, four cases cutlery; 3rd, four cut glass bowls; 4th four bake dishes.

Sir John C. Eaton Trophy (Visitor's Competition).—1st prize, four 17 jewel gold filled watches; 2nd, four 3-piece silver plated tea sets; 3rd, four silver plated comports; 4th, four half dozen each dinner and dessert knives in case.

Hudson's Bay Company Trophy (International Competition).—1st prize, four gentlemen's gold filled watches; 2nd, four gold filled watches.

Jerry Robinson Trophy (Single Rink District Competition).—1st prize, four diamond set lockets; 2nd, four ladies' ivory toilet sets; 3rd, four electric percolators; 4th, four silver cake plates.

J. P. Robinson Memorial Trophy (City vs. All-Comers).—1st prize, four electric lamps; 2nd, four silver teapots; 3rd, four silver butter dishes; 4th, four cut glass sugars and cream.

Dominion Match Co. Trophy (Double Rink District Competition).—1st prize, eight leather club bags; 2nd, eight cut glass salad dishes.

Lieutenant-Governor's Cup (Consolation Match).—1st prize, four gold medals; 2nd, four eight-day clocks; 3rd, four silver Pyrex plates; 4th, four cut glass nappies.

White Competition (Veterans).—1st prize, four travelling bags; 2nd, four berry dishes.

Fry's Cocoa Cup (Ladies Competition).—1st prize, four pieces of cut glass; 2nd, four pieces cut glass.

Governor-General's Cup (Grand Aggregate Prize).—1st prize, four gold medals.

Bright Lights

The city will put its best foot forward in trying to give its visitors a hearty welcome. There is to be an Automotive Equipment Show held in the Industrial Bureau during the second week of the bonspiel; spendid shows are billed for the various theatres and moving picture houses, and shopping facilities will be of the best. There will be many exciting hockey matches in progress at this time as the various teams will be working hard for the privilege of defending the famous Allen Cup. We feel sure that this is going to be the most successful bonspiel held yet and once again we welcome you and want to make certain that you won't overlook us when you hit the town. Winnipeg Bonspiel is a great tonic for pessimism, a thing too many of us are prone to at present. Let's all go.

Tractor Mortality

It is evident from records that the tractor mortality is high in America, that is from the standpoint of types designed which have not been a success upon the market. It is stated that in the United States 256 tractor companies have been formed since 1916. No one knows how many more companies were floated which never developed beyond the stock selling stage. Out of the 256 companies 96 are no longer in existence, a mortality rate of 37.5 per cent.

Here is good proof that no implement dealer can afford to offer his customer a machine that is not backed by a reliable organization and one that is financially strong. This is especially true in Western Canada where we have stringent laws respecting warranties and the supply of repair parts. In the past tractors have been sold— a very few at most— by concerns who had meagre financial responsibility and who ultimately pulled out of the territory or died through lack of financial nourishment. They however, left a load of trouble for the dealers who happened to handle their machines.

In connection with what experience has shown in the tractor industry, it might be well to compare the automobile industry with the tractor. Although the market for automobiles is undoubtedly far greater than that for tractors, hundreds of companies are organized, while the number surviving is few. Probably the average individual could name a dozen makes of cars. Of course, there are many more on the market, some important, others less well known.

Now we can say that there will be a survival of the fittest and only those will survive in the end that are backed by reliable companies of good financial standing.

There will be many makes of tractors developed and there will be changes on tractors which are already on the market, but so far as new companies are concerned, we believe that the time has passed when there will be many new concerns who will enter the tractor market.

Oliver Chilled Plow Works Lower Prices

The Oliver Chilled Plow Works, South Bend, Ind., announces price reductions on horse-drawn implements ranging from 8 to 20 per cent. The company is represented in Canada by the Canadian Oliver Chilled Plow Works, at Regina and Toronto. The prices given below place Oliver prices back approximately to the basis prior to the advance made in April, 1920.

Approximate percentages of reduction on the goods manufactured or sold by this organization follow:

Chilled walking plows and shares, 20 per cent.

Steel walking plows, riding plows and listers, 12 per cent.

Cultivators and spike-tooth harrows, 9 per cent.

Disk harrows, spreaders, planters and drills, 10 per cent.

The definite price schedules may vary slightly from these figures in some cases. No reduction on Oliver repairs is announced at this time.

No change is said to be contemplated at this time on tractor-drawn tools. A reduction on these was put into effect about November 1, last.

E. A. White Heads Agricultural Engineers

The election of E. A. White as president of the American Society of Agricultural Engineers carries incidental interest to the older friends of the society because it has been pointed out that every charter member of the society now living has come to its presidency. Mr. White, or Dr. White as he is known among those who hold worth while the honors arising from scholarship and research, holds a doctor's degree in agricultural engineering from Cornell University. This is believed to be the first and only degree of its kind ever granted in America, and bears testimony to a high order of engineering skill and research ability.

Mr. White's research work at Cornell was devoted largely to the moldboard plow and resulted in the establishment of a working theory and a mathematical way of expressing in three algebraic terms the shape of any successful moldboard plow. It may be said that Mr. White probably has done more than any other man in America to bring plow design from an art to a science. It was in connection with his plow studies which he kept up after leaving Cornell that he invented the multiple hitch, admittedly the most efficient way of hitching teams of four or more horses in plowing.

It may be remarked that Mr. White was born and raised on a farm in northern Illinois, that he is a graduate of the College of Agriculture, University of Illinois, and that following his post-graduate work at Cornell, was in charge of agricultural engineering work at the University of Illinois for seven years. In this capacity he started and carried on up to the time he left the university, one of the most comprehensive studies ever attempted of the cost of tractor operation together with other important facts such as per cent. of time lost in trouble, amount of use annually, etc. Under his administration substantial progess was made by the university in other branches of agricultural engineering, notably farm structures and drainage.

Mr. White left the university to become research engineer for the Peoria plant of the Holt Manufacturing Company. He has for a number of years been an extensive and authoritative writer on farm machinery and power-farming equipment and methods, and is now technical editor of "Farm Implement News."

W. G. Kaiser, of the Portland Cement Association, Chicago, Illinois, is first vice-president and E. R. Jones, of the University of Wisconsin, Madison, Wisconsin, second vice-president. Frank P. Hanson, Station A, Ames,Iowa, who has been assistant-secretary for a number of months, will be secretary-treasurer. The Executive Council for 1921 consists of I. W. Dickerson, Charles City, Iowa, agricultural editor for a number of farm publications; F. N. G. Kranich, Hyatt Roller Bearing Company, Chicago, Illinois; Raymond Olney, The Power Farming Press, St. Joseph, Michigan; F. A. Wirt, Emerson-Brantingham Company, Harrisburg, Pennsylvania; J. B. Davidson, Iowa State College, Ames, Iowa. The retiring members of the Council, A. J. R. Curtin, Portland Cement Association, Chicago, Illinois, and Daniel Scoates, Texas A. & M. College, College Station, Texas, are succeeded by Messrs. Kranich and Davidson, who come into the Council from the presidency and the secretary-treasurership, respectively.

Western Canada Automotive Equipment Show

The second week of the Annual Winnipeg Bonspeil will usher in the first show in the west, in which motor car accessories and equipment will be the exclusive feature. The display commences Monday, 14th, and continues till Saturday night, the 19th, the floor space of the Industrial Bureau being completely utilized by exhibitors. Winnipeg is very lucky in having this show just at this time when so many visitors will be in town who will take a very keen interest in the various booths, and there is no question about it being a huge success.

Below is a list of some of the exhibitors:

D. Ackland & Son.
Acme Magneto & Electrical Co., Ltd.
J. H. Ashdown Hardware Co., Ltd.
S. F. Bowser & Co., Ltd.
Burgess Batteries, Ltd.
Burd Ring Sales Co. of Canada.
Canadian Fairbanks-Morse Co., Ltd.
Canadian Oil Companies, Ltd.
Canadian General Electric Co., Ltd.
Canadian National Carbon Co.
Canada Dry Cells, Ltd.
Canadian Raybestos Co., Ltd.
Champion Spark Plug Co. of Canada, Ltd.
Great West Saddlery Co., Ltd.
Globelite Battery Co., Ltd.
Hercules Bumper Ltd.
Imperial Oil, Ltd.
J. B. Lawrence & Co.
Marshall Wells Co., Ltd.
Miller-Morse Co., Ltd.
Moncrieff & Endress, Ltd.
Motor Products, Ltd.
Northern Electric Co., Ltd.
North Star Oil & Refining Co., Ltd.
North Star Anti-Freeze Co.
Oak Tire & Rubber Co., Ltd.
Peters & Herron Co.
The Porcupine Sales Corporation Ltd.
Prest-O-Lite Co. of Canada, Ltd.
Pyrene Mfg. Co. of Canada.
Richards-Wilcox Canadian Co., Ltd.
Sales, Ltd.
Standard Machine Works.
Tuthill Spring Co.
Weaver Mfg. Co.
Wood, Vallance, Ltd.

F. N. McDonald Now Controls Business

F. N. McDonald, 156 Princess St., Winnipeg, announces that he has taken over the business formerly carried on under the name of McDonald & McKinnon, Winnipeg. Mr. McKinnon has now severed his connection with the firm, which now operates under the title of F. N. McDonald & Co. The company will continue as Manitoba distributors for the Canadian Briscoe Motor Co., Brockville, Ont. They are also sales agents for the Sawyer-Massey Company, of Hamilton, Ont., jobbing tractors, threshers and road-making machinery for the latter firm.

In addition, F. N. McDonald & Co. will distribute McLaughlin and Canada Carriage buggies and cutters, New Wonder" wild oat separators, Wallis tractors and Edwards convertible 1½ h. p. to 6 h. p. kerosene engines. The latter is manufactured by the Edwards Motor Company of Springfield, Ohio, with a variable power from 1½ to 6 h. p. It is two-cylinder, horizontal, twin, four-cycle design, 3-inch bore by 5-inch stroke. An independent direct feed intake to each cylinder permits running one or both cylinders. This engine uses kerosene or gasoline, the fly-wheel being set in the middle of crank-shaft, with the cranks 180 degrees apart.

What Is the Tractor's Record of Economy?

Before you make your tractor contract, get its *record* of economy.

Don't be satisfied with merely statements of what the tractor will or *may* do under *certain* conditions, but get a record of what it has done under *all* conditions over as long a period of time as possible.

The story of any one of thousands of old OilPull tractors, scattered throughout the world, would prove the unequaled economy of the OilPull. Take the one owned by Radtke Bros., Spiritwood, North Dakota, which was bought nine years ago. Its owners have always given it hard service the year 'round—plowing and breaking sod, threshing, operating feed mill, etc.

For seven years it performed faultlessly without the need of a single important repair! It is now nine years old and not half "worked out." Many twelve-year-old OilPulls, including the first one built, are still on the job!

The OilPull's remarkable economy in fuel is well and widely established. For the last nine years the OilPull has held the world's tractor fuel economy record! And—consider this point—the OilPull is the *only* tractor backed by a written guarantee to burn successfully all grades of kerosene, under all conditions up to its full rated brake horsepower! The OilPull is the tractor of *proved* economy. When you sell an OilPull you *know* you are selling the tractor that is cheapest in cost per year of service.

Have us tell you about other OilPull features that are as outstanding as its economy—about its dependability, long life, etc.

And have us tell you about the great service organization back of every Advance-Rumely dealer.

ADVANCE-RUMELY THRESHER COMPANY, *Inc.*
LaPorte, Indiana

Calgary, Alta. Regina, Sask.
Saskatoon, Sask. Winnipeg, Man.
48 Abell Street, Toronto, Ont.

Nine-Year-Old OilPull
Owned by Radtke Bros.
Spiritwood, N. D.

RUMELY
OILPULL
TRACTOR
LA PORTE IND

Guaranteed to burn kerosene under all conditions up to its full rated brake horsepower. Holds the present world tractor fuel economy record.

ADVANCE-RUMELY

New Milking Machine Company Established

Announcement is received of the incorporation of the Macartney-Somes Milking Machine Co., of Bloomfield, N.J., with the following officers: L. N. Somes, president and general manager; A. C. Macartney, vice-president, in charge of all development and production work; J. J. Clark, treasurer, and A. P. Jennings, secretary. All of these officers are men of recognized position in the business.

Mr. Somes was formerly associated with the Sharples Separator Co. in the various capacities of expert, blockman and territorial manager. For the last eight years he has been associated with the Empire Cream Separator Company, of Bloomfield, New Jersey. He held the important position of general sales manager in charge of their sales activities over the entire United States and Canada.

A. C. Macartney is recognized as one of the world's greatest milker inventors. He has developed or helped to develop many of the prominent machines, for example: The Dominion, the Sharples, the Pine Tree, the Empire, and the Macartney Milker of Canada. His new milker, to be known as the New Macartney Milker, which he now has ready for this company, is said to eclipse all his past efforts.

Mr. Jennings, the secretary, is well known to the milker world. He was assistant advertising manager of the Sharples Separator Co. for years. For the last year and more he held the position of advertising manager of the Empire Cream Separator Co. He has also been associated with the tractor field and is well known to dealers and farmers over the entire U.S. and Canada.

Empire Executive visits Canadian West

H. E. MacWhinney, vice-president, Empire Cream Separator Company, Bloomfield, N.J., was in Winnipeg on January 18th and 19th talking over business prospects with Mr. Robinson, of the Robinson-Alamo Company, Western Canadian distributors for the Empire people. Mr. MacWhinney left New York City on December 15th on a trip of inspection of the various branches throughout the United States and Canada. He reports business prospects for the coming year very bright in all their lines, including their well known separator, milking machine and gas engines. Mr. McWhinney finds conditions better in Canada than in the United States as regards financing. He left for New York and the head office.

W. N. Robinson, of Robinson-Alamo Ltd. is giving particular attention to "Empire" lines during the coming year. The factory is in splendid condition to meet all demands and has some very ambitious plans on foot for assisting their dealers to get the big trade that is anticipated.

Empire Distributors in Eastern Canada

The Peoples' Manufacturing and Sales Co., Ltd., Ottawa, has been given exclusive rights in Ontario of the Empire cream separator, milking machine and gas engine. The company is incorporated with an authorized capital of $300,000. The president of the new company is W. J. Hemphill, of Ottawa, who has been connected with the Empire Cream Separator Company for 17 years. Stock in the new concern, it is reported, is being sold largely to implement dealers and farmers of Ontario.

Dairying and Prosperity

Records from the United States show that upon the dairy farms in that country will be found more power machinery—engines, tractors, trucks and automobiles than upon any other class or group of farms. Dairymen are well able to buy what they need in improved equipment.

Statistics show that in the United States nearly 60 per cent of the farmers in the leading dairy states own ensilage cutters, 40 per cent own feed mills, over 38 per cent own wood saws, nearly 14 per cent own threshing machines, nearly 6 per cent own stump pullers, nearly 5 per cent own balers.

It is interesting to note that, while about 18 per cent of the dairymen are reported as owning tractors last year, nearly 70 per cent were owners of automobiles, 12.33 per cent had motor trucks, nearly 25 per cent used milking machines and nearly 80 per cent owned gasoline engines. Many of the machines in use require large horsepower, and dairymen are proving that the tractor is invaluable for this work, a fact the dealer sometimes overlooks.

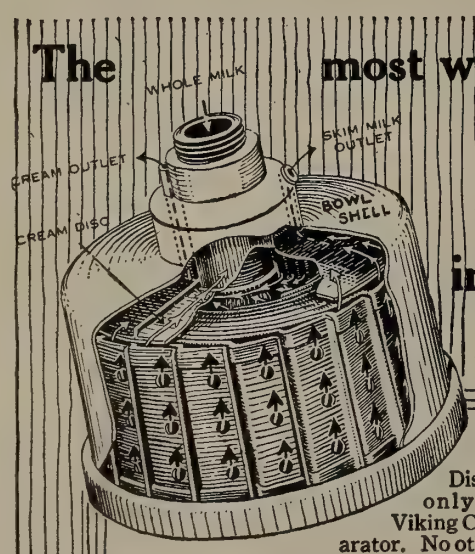
Separator Lowers Cost of Rearing Calves

The introduction of the cream separator has solved the problem of rearing calves. If in the old days feeding skim-milk to calves brought poor results, it was not because of the inferiority of the feed, but because the system was wrong. Warm skim-milk right from a clean hand separator makes it possible to rear calves successfully and a great deal more economically than by allowing them to nurse on the dam. The hand separator has not only revolutionized the butter industry, but has been equally important in making it possible to raise the best calves. Cream separators make not only better and cheaper butter but also better and cheaper calves. And this applies not only to dairy stock but also to beef animals.

Your competitor also has his worries. Talk things over with him occasionally. It'll help you both.

The Maytag Company Limited
WINNIPEG CALGARY
WRITE US, mentioning this publication, for catalogues and prices of the famous ALL-STEEL RUTH SELF FEEDER, any of the six styles of Maytag Washing Machines, Oils, Belts, Headlights, and all other Threshers' Supplies. (PRICES ON REQUEST AND SERVICE UNEXCELLED) Do Not Delay.

The most wonderful disc ever invented is



The "Straight Disc," found only on the Viking Cream Separator. No other separator sold has such great sales possibilities as this one feature on the Viking. This is why dealers are continually giving up selling other separators, preferring to handle only the one separator they can unqualifiedly endorse as the peer of them all.

Dealers don't have to work their heads off in selling the Viking with this unequalled "Straight Disc." They have only to explain its principle, and dairymen at once see why we can guarantee the Viking to skim to 3/100 of one percent, *or better*. This makes selling easy for the dealer. Send for our dealer proposition and latest catalog No. 165

SWEDISH SEPARATOR COMPANY
714 Confederation Life Bldg.
Winnipeg, Man.

"Viking" STRAIGHT DISC

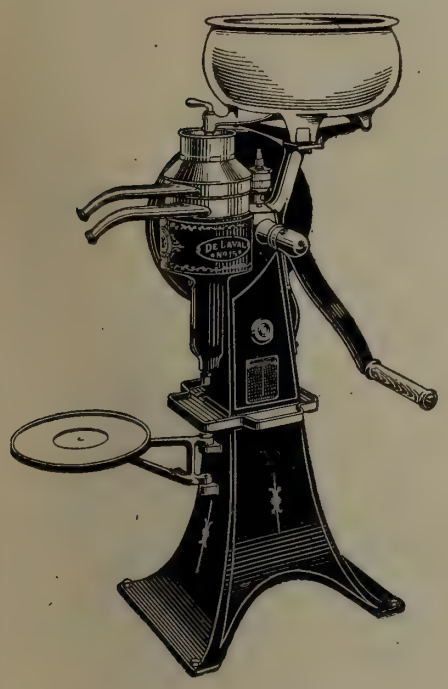
PUMPS AND Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.

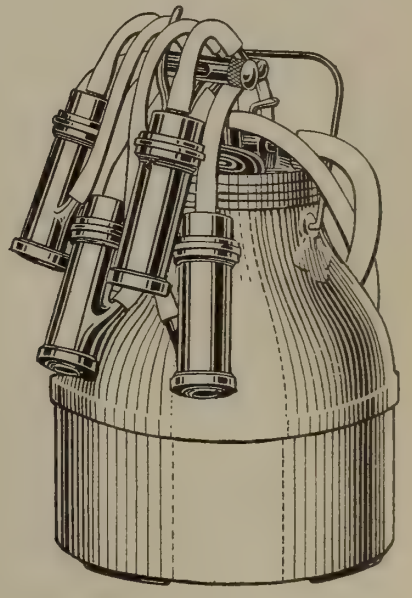
SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.



De Laval is the World's Standard Cream Separator

Over 50,000 leading dealers sell De Laval Cream Separators and De Laval Milkers. More than 2,500,000 farmers have bought them—and the number is growing every day.

There is no better time than right now to send in your application for the De Laval Cream Separator or Milker agency. There is separator and milker business all around you. You can get more of it and make more profit with the De Laval than with any other machine.



THE DE LAVAL COMPANY, Ltd.
MONTREAL PETERBORO WINNIPEG EDMONTON VANCOUVER

Sooner or later you will sell the

De Laval

Cream Separator or Milker

With the Manufacturers

Ten American manufacturers of motor trucks have indicated their intention to open branch factories in Canada.

The Imperial Oil Company is reported to have appropriated $2,000,000 for oil development in Alberta during 1921.

The Canadian Tygard Engine Co. will erect on Kingston Road, Toronto, a new plant for the manufacture of carburetors.

The Huber Mfg. Co., Marion, Ohio, announce that the directors have voted to increase the capital from $1,000,000 to $2,000,000.

The Hart-Parr Company announces the appointment of C. A. Bishop to the position of western sales manager in charge of sales in western United States.

We understand that Massey-Harris, Ltd., the well-known makers of agricultural machinery, have lately sent out a special representative to the Egyptian market.

The A. C. Spark Plug plant, at Brantford, Ont., is completed, which, with over sixteen acres of land, has been purchased outright by the General Motors Corporation.

Imperial Oil, Limited, has declared an extra dividend of $1.50 per share, to be paid in Victory bonds, as well as the regular quarterly dividend of 75 cents per share.

The annual meeting of the Four Drive Tractor Co., of Big Rapids, Mich., was held January 12, and George Lynch was re-elected president of the concern for the ensuing year.

The Grand Central Palace, New York, where for some time a special exhibit of implements has been maintained for export business, has been sold and will be converted into an office building.

At a special meeting of the Illinois Tractor Co., held recently, the following officers were chosen: President, John B. Foote; vice-president, Homer English; secretary, E. Mehringer.

The Engineering Service Co., Chicago, Ill., has been organized by I. C. Gellman, formerly of the Rock Island Plow Company. The company will design agricultural, automotive and mechanical machinery.

C. C. Clay, who has been sales manager for the Samson Tractor Co., Janesville, Wis., during the past ten months, has resigned and will return to his former position with the Chevrolet Motor Co., at Atlanta, Ga.

The Webster Electric Co., Racine, Wis., has increased its capital from $600,000 to $1,000,000. In the same city, the Modine Mfg. Co., radiator manufacturers has increased its capital from $225,000 to $450,000.

The Holt Mfg. Co., Stockton, Cal., and Peoria, Ill., announces the election of Thomas F. Baxter as the new president of the corporation. Mr. Baxter succeeds the late Benjamin Holt who died December 5.

The Ann Arbor Machine Corporation, Ann Arbor, Mich., which was recently sold at receiver's sale to a syndicate headed by A. Shiffman of Detroit, will resume manufacturing immediately upon reorganization.

The Owensboro Ditcher and Grader Co., of Owensboro, Ky., has purchased a building adjoining its plant which will be used to extend its production facilities. Recently the company increased its capital stock to $500,000.

J. H. Desmond, who for the past three years has been district manager for the Hart-Parr Co., Charles City, Ia., in Canadian territory, with headquarters at Regina, has been called to the home office and placed in charge of all salesmen in the field.

The new plant of the Machinery and Foundries, Limited, Brockville, Ont., is almost ready for operation. General foundry and machine shop products will be turned out, and there will be special attention paid to the manufacture of power and hand pumps.

The Macartney-Somes Milking Machine Co. has been incorporated at Bloomfield, N.J., with a capital of $300,000 to manufacture milking machines. The incorporators include A. C. Macartney, L. N. Somes and J. J. Clark. A Canadian factory is located at Ottawa.

The Moline Plow Co., Moline, Ill., has transferred H. B. Dinneen from sales to production, placing him in charge of the manufacture of the Moline lines. Mr. Dinneen joined the Moline organization about a year ago after a long service with Deere & Co.

It was announced recently that the American Axle Company, capitalized at $6,000,000, has become heavily interested in the Beaver Motor Truck Corporation, of Hamilton, Ontario, and in future would supervise the operation of the Hamilton factory.

The Stover Mfg. & Engine Co., Freeport, Ill., has announced a reduction on its line, embracing gasoline engines, wind mills, ensilage cutters, feed grinders, saw frames and alfalfa comminuters. The reduction is approximately 10 per cent.

Modern Implements, Limited, is the name of a new oganization with head office at Walkerville, Ontario, to manufacture and deal in farm implements, automobiles, trucks, etc. The provisional directors are Howard Earl Blood, Charles Donald Doraven, William Joseph Davidson and others.

Sales representatives of the Hart-Parr Co. from all over the United States and Canada held a three-day convention lately at the factory in Charles City, Ia. Every man there registered real enthusiasm over the sales that have been accomplished and those that are planned for the immediate future.

The Triple Action Spring Co., 2810 S. Michigan Avenue, Chicago, has changed its name to the Temme Spring Corp., Inc., and increased its capital to $2,000,000. The business of the organization is now said to cover the entire United States and Canada, and rapid strides are being made along the line of establishing export business.

Fulton Motors, Limited, Welland, Ont., have closed their option for the purchase of the land, building and plant of the Canadian Automatic Transportation Company, on Ontario Road. The building is a model piece of factory construction. The land area is 4½ acres and further buildings will be erected upon it.

SKF Industries, Inc., New York City, will exhibit at the Sixth National Tractor Show, which will be held in Columbus, Ohio, February 7 to 12, 1921. The company plans to show a complete line of its self-aligning single row ball bearings and deep groove double row ball bearings, in addition to models which will bring out the feature of self-alignment.

A large commercial transaction was consummated when the assets and business of the Winnipeg Oil Company, Limited, were purchased by the British American Oil Company, Limited, of Toronto. The head office of the former company is in Winnipeg, and over one hundred branches and distributing stations are located throughout the prairie provinces.

MACKENZIE, THOM, BASTEDO & JACKSON

Barristers, Solicitors, etc.

REGINA, SASK.

Solicitors for:

Advance-Rumely Thresher Co., Inc.; Aultman & Taylor Machinery Co., Ltd.; Robt. Bell E. & T. Co.; J. I. Case Threshing Machine Co.; Canadian Avery Co., Ltd.; Canadian Tillsoil Farm Motors, Ltd.; Canadian Oliver Chilled Plow Works, Ltd.; DeLaval Dairy Supply Co., Ltd.; Emerson-Brantingham Implement Co.; Hart-Parr Company; International Harvester Co. of Canada, Ltd.; A. Stanley Jones Co., Ltd.; Minneapolis Steel & Machinery Co. of Canada, Ltd.; Minneapolis Threshing Machine Co.; Nichols & Shepard Company; Petrie Manufacturing Co., Ltd.; Sawyer-Massey Co., Ltd.; Stewart Sheaf Loader Co., Ltd.; Tudhope Anderson Co., Ltd.; Watrous Engine Works Co., Ltd.

Elevates and Cleans 300 to 800 Bu an Hour

Move, clean and grade your grain in one job—fill big bins or cars without scooping—save time, labor and money with the

Liberty Grain Blower

No buckets, chains or gears. Only ONE moving part. 6 H. P. runs it. One man can move it. Lightest, simplest, *best* grain handler. Costs half as much as old-style elevator. FREE BOOK, illustrated, explains fully. Send name for copy—a card will do.

LINK MFG. CO. Dept. 708 Portage la Prairie, Man.

KINGSTON

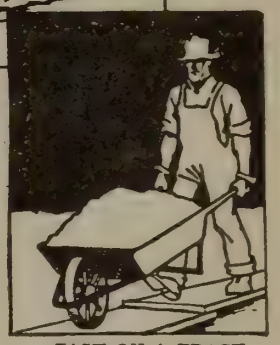
IGNITION SERVICE

SPARK PLUGS—COILS
MAGNETOS—SWITCHES

KOKOMO ELECTRIC CO.

KOKOMO - - - INDIANA - - - U. S. A.

HARD THIS WAY BUT—



EASY ON A TRACK THE CLETRAC WAY

Make sure of big Spring Business

Get in the Cletrac Line-up

Cletrac sales will increase enormously in 1921. Production has caught up and there will be plenty of Cletracs for Spring business. Make sure of your supply—get in your orders at once.

Our biggest advertising campaign is behind you. Every Canadian farmer will have the Cletrac message hammered home to him time after time right through the year.

Cletrac is a ready seller. No tractor can compare with it for reducing production costs and increasing profits on the farm. It's easily manoeuvred and always dependable.

Big profits will be yours this year if you get in the Cletrac line-up. Write for our generous dealer terms and go right after prospects now.

Specifications—

Horsepower: 12 at draw-bar, 20 at belt-pulley.
Length: 96 inches.
Width: 50 inches.
Height: 52 inches.
Weight: 3,455 pounds.
Turning circle: 12 feet.
Traction surface: about 800 square inches.
Centre to centre of tracks: 38 inches.
Belt-pulley: diameter 8 inches, face 6 inches.

There's a big bunch near you

A conservative estimate places the number of immediate tractor prospects in Canada at 350,000. There's a large number right in your own district. Every mother's son of them would rather buy Cletrac than any other tractor. They're just waiting to be sold. It's up to you.

THE CLEVELAND TRACTOR COMPANY

Of Canada, Limited

HOME OFFICE - - 21 Ottawa Street, Montreal

Western Sales Office - 261 Fort Street, Winnipeg

Cletrac
TANK-TYPE TRACTOR

Future Aspects in the Trade

At the present time dealers confront a problem. On the one hand is the statement of the manufacturer that the advance in prices was imperative because of production and sales costs, higher freight rates, etc. Speaking to an implement dealers' convention in the United States, H. J. Hodge, secretary of the U.S. National Federation of Implement Dealers' Associations, said:

"He (the manufacturer) cites you the fact that in some lines the reductions which are being made are simply following declines in the replacement values, while in the implement industry the replacement values are higher instead of lower. He justifies the advance made in the face of the decline of farm products by quoting from statistics which show that while the advance on implements, including the most recent advances, are somewhat greater than the advance which producers received on farm products, yet no advances of consequence were made for two years after the price of wheat had reached the $2 mark.

"Dealers should not lose courage and allow themselves to think that business has gone to everlasting smash. In my 45 years' experience in selling implements, I have gone through too many complete crop failures and periods of depression not to be able to see some light through the clouds which seem to hang so heavily at the present time.

"In the past we found that when the season for planting and harvesting came around, business materialized and we forgot our worries. We prepared for the business conditions which confronted us, and that is practically what we must do right now.

"This means that you must make a practical survey of the entire situation. You must use due caution in your purchases and make such financial arrangements as will enable you to carry on."

Standardization in the Trade

The standard committee of the American Society of Agricultural Engineers reports that excellent progress has been made in standardization during 1920. The following standards are now ready for final adoption:

Standard belt speeds, in which it is proposed to include five speeds, viz., 1,500, 2,600, 3,000, 3,250 and 3,500 feet per minute.

Standard tractor and plow hitches, which include height of vertical hitch on tractor and lateral adjustments for plows of two, three and four bottoms.

Farm wagon standards, including the standard automobile track of 56 inches and tire widths for wagons of various capacity ratings.

The following standards are in the process of development:

A standard code for testing and rating the belt and drawbar power of tractors.

A standard manger form for dairy barns.

Standard ratings for litter carrier capacities and dimensions.

Standard ratings for capacities and power requirements of ensilage cutters.

U.S. Institutes "Repair" Weeks

Inspection and Repair Weeks in the United States this year are a national undertaking in the implement industry. The National Federation of Implement and Vehicle Dealers' Associations and other organizations are behind the project for 1921 in all parts of the country. Repair weeks in the past have proved their great value to the farmer and have helped the implement trade to more promptly handle the spring rush for repairs and parts required by the farmers.

To meet the seasonal requirements, repair week will be observed at different times in different sections of the country, and to this end the United States has been divided into three zones. The first zone, which includes the states of Texas, Arkansas, Louisiana, Mississippi, Tennessee, Alabama, Georgia and Florida, made the drive during the week of January 31 to February 5.

The second zone repair week will take place the week of February 28 to March 5, while the drive in the northern or third zone is scheduled for the days April 4 to 9.

Advice as to Repairs

If the farmer is advised by his dealer to make an early inspection of his machines with a view to learning sufficiently far in advance what repairs he is likely to require, the dealer will be in a position to order his repairs upon a basis other than guesswork. The result will naturally follow that when the farmer is in need of his repairs he will be able to procure them from his dealer.

Remember that service costs money. It pays to waste the time giving instructions when you sell the machine—not later.

Increase Your Profits by Handling

Crescent Plow Shares

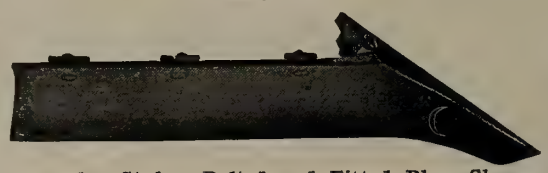
Leaders--In Forge and Furrow

MADE IN MORE THAN 1,200 PATTERNS

CRESCENT FORGE & SHOVEL CO. — TRUE TRADE FIT MARK — HAVANA, ILL. U.S.A.

THE FIT OF EVERY SHARE IS GUARANTEED FINEST STEELS ARE USED

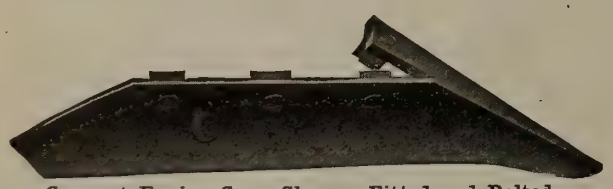
Crescent Reinforced Shares are foremost in quality, accuracy of fit and grade of materials. Our three-ploy, soft centre steel and crucible steel are rolled exclusively for our requirements. Share production is our specialty.



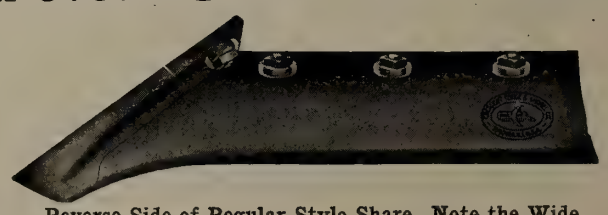
Regular Style. Bolted and Fitted Plow Share. Perfect in Fit. Best in Quality.

With Crescent Shares you have a share to suit practically every plow in use. This will be a big repair year. You can secure excellent business by supplying your customers with Crescent Shares.

Big Demand—Quick Turn-over—Good Net Profits



Crescent Engine Gang Shares. Fitted and Bolted. Unequalled for Power Outfits.



Reverse Side of Regular Style Share. Note the Wide REINFORCED POINT and WELD.

Ask D. Ackland & Son, Ltd., for prices and latest lists of Crescent Plow Shares. Size up your demand. Lay in a stock to suit the plows in your territory. You will find this a fast-selling line, at a nice margin of profit. Get your spring requirements—NOW.

TRUE FIT TRADE MARK — Crescent Forge & Shovel Co. — TRUE FIT TRADE MARK

HAVANA, ILL., U.S.A.

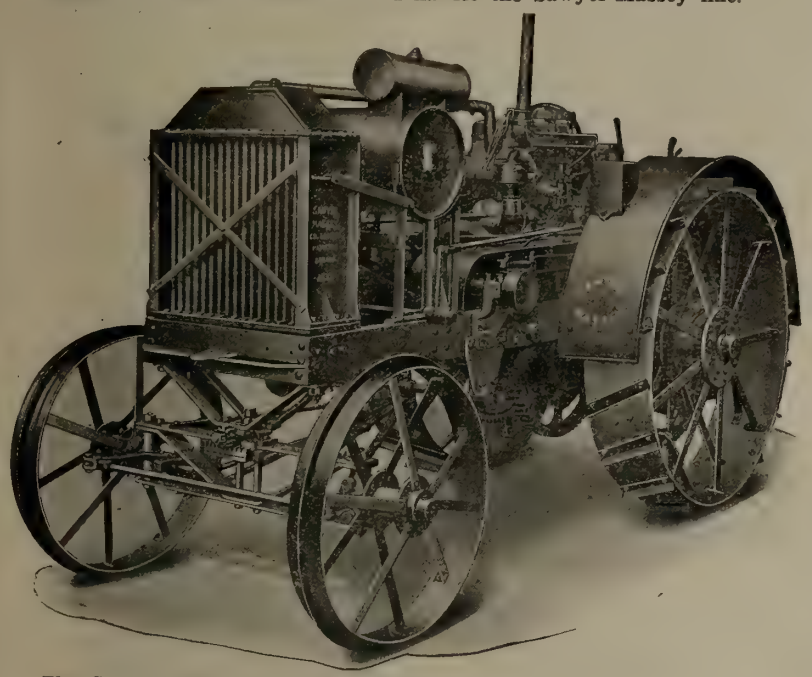
Sales Agents for Western Canada:

D. ACKLAND & SON, LIMITED

WINNIPEG AND CALGARY

Sawyer-Massey Company

The Sawyer-Massey Company's line of Tractors, Threshers and Road-Making Machinery needs no introduction to Western Dealers. For over 80 years Sawyer-Massey goods have been the standard of quality throughout the Dominion. Every dealer is looking for the best. Now is the time to investigate the Sawyer-Massey line—the most up-to-date line of machinery manufactured in Canada to-day. The most aggressive dealers in Western Canada should handle the Sawyer-Massey line.



The Sawyer-Massey Company announced last month that they now control the sale in Canada of

WALLIS TRACTORS

and J. I. Case Plow Works Company's Power Tillage Implements. We are now prepared to supply dealers with full information on the above lines.

WRITE THE NEAREST BRANCH

Sawyer-Massey Company LIMITED

Head Office and Factories: Hamilton, Ont.

WINNIPEG REGINA SASKATOON
CALGARY EDMONTON

Beatty Bros. Limited Bulletin

BT Equipment is Profitable

No matter where your territory may be, no matter what season of the year—there is some item in the line of BT Barn Equipment that you can handle profitably.

BT Steel Cow Stalls and Steel Horse Stable Fittings are sold all Fall, Winter and Spring. BT Manure Carriers and Water Bowls are splendidly profitable lines in the fall and winter. During the summer and early fall BT Hay Carriers sell on every territory.

There are no second-hand goods to bother with in selling BT Barn Equipment. There are no bad debts. There is no "service" expense. But there is a good margin of profit for the BT Dealer, a well advertised and thoroughly reliable line and plenty of help in selling.

Mr. C. H. Bernath, of Harriston, who has made splendid success with BT Equipment, by knowledge of the goods, backed up by careful canvassing

An Enterprising Dealer

As an instance of what can be done on an ordinary, every-day territory take the case of Mr. C. H Bernath, of Harriston, Ont. Mr. Bernath sold, in one year, 107 BT Steel Stalls and Stanchions; six Manure Carrier outfits; 110 BT Water Bowls, with pipe and fittings, and six Hay Carrier outfits.

When asked for the reason of his success Mr. Bernath replied: "I attribute my success to an intimate and accurate knowledge of the goods, combined with a consistent constant and thorough canvass of the territory."

Sell Barn Equipment Now

Mr. Bernath's record could easily be equalled by you—and you would get the profits that result.

If you have the BT Agency—push this line now. It is a splendid way of making profits out of "dull months."

If you have not the BT Agency, write us. We still have openings for good agents on some territories.

There is no better time than the winter to sell Barn Equipment. The farmer is planning that new barn or other improvements and is ready to consider your canvass and place the order.

BEATTY BROS., Limited

WINNIPEG EDMONTON VANCOUVER
FERGUS, ONT. LONDON, ONT. MONTREAL
ST. JOHN, N.B. LONDON, ENGLAND.

Changes in International Branch Management

L. P. Thayer, formerly branch manager at Hamilton, Ont., has been transferred to the head office at Chicago.

M. J. Loughlin, formerly branch manager at Ottawa, Ontario, has been transferred in a similar capacity to Hamilton, Ont.

A. W. Wallace, formerly branch manager at Calgary, Alta., has been transferred in a similar capacity to Ottawa, Ont.

F. E. Spooner, formerly branch manager at Lethbridge, Alta., has been transferred in a similar capacity to Calgary, Alta.

R. W. Greenway, formerly assistant manager at Estevan, Sask., has been appointed branch manager at Lethbridge, Alta.

Cars in Canada

During 1920, the number of automobiles registered in Canada totalled 402,929. These cars were distributed among the various provinces as follows: Ontario, 172,065; Saskatchewan, 60,325; Quebec, 43,450; Alberta, 37,515; Manitoba, 36,455; British Columbia, 28,136; Nova Scotia, 12,456; New Brunswick, 11,101; Prince Edward Island, 1,426; total, 402,929. In 1907, the registrations totalled 2,130.

Of the total last year, those provinces which separate motor trucks in the registrations indicate that at least 23,574 of these are trucks. It is stated that striking a fair average of motor trucks to passenger cars there would be approximately 28,674 trucks in Canada.

Reduction in Operating Cost

The farmer claims that the 1920 crop had the highest production cost of any crop on record—inferring that labor and implement cost lead to this. Even so, all will agree that to reduce the operating expense of the farm the necessary factor is up-to-date farm equipment. Such equipment should be well housed and kept in first class condition. If properly tended and repaired, the cost per acre per machine per year will be found so low that no complaint need be made. If production cost is high, then it is no time for the farmer to make it higher by drastic retrenchment in the purchase of farm equipment. Dealers should present this thought to the farmer on every occasion, as it is a sound and logical business proposition.

Tractors Wanted in Italy

Tractor plowing tests were held recently near Rome, Italy. The tests show that light, low-powered tractors are not suitable for use in Italy as the soil is sun-baked in summer. Conditions require a tractor weighing about three tons, and developing from 12 to 14 h.p. at the drawbar, which should ordinarily be equipped with three 14-inch bottom plows. The Italian Government, who have now disposed of most of the 6,500 tractors bought during the war to individual farmers, have set up shops for the repair of tractors.

Coast Dealers Form Automotive Body

The B.C. branch of the Retail Merchants' Association reports that 95 per cent of the automobile dealers in Vancouver Island have joined the association. A special section of this body has been formed with the name of the Provincial Automotive Retail Dealers' Section of the R.M.A.

The officers of the section are as follows: President, H. J. Holman, of Victoria; first vice-president, Neil McFarlane, of Weeks Motors, Nanaimo; hon. secretary, G. W. Lillie, of Automotive Equipment, Ltd., Victoria.

Wire Fence Concern Pay Bonus to Employees

A system of bonuses for employees is in force with the Banwell, Hoxie Wire Fence Company, Limited, at Hamilton, Ontario, and is found to work out very well. On several occasions bonuses have been paid, graded in amounts according to the length of service and position of the recipients.

Sales to Branch Houses

The Department of Customs and Inland Revenue rules that where a wholesaler buys goods from a manufacturer for re-sale, he must quote the number of his sales tax license and also certify that the goods are for re-sale.

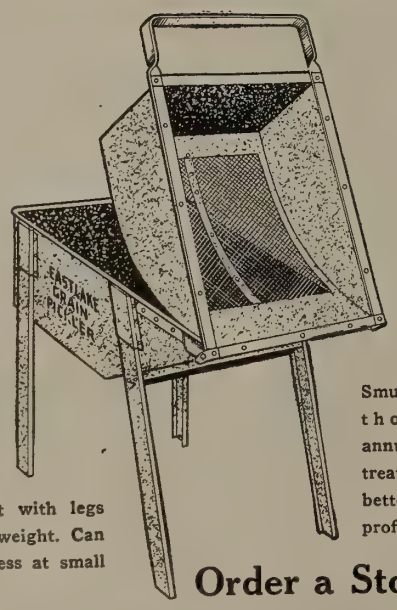
In cases, however, where a manufacturer has the wholesale or selling branch of his business entirely separate, and charges a sales tax between the factory and the wholesale or selling branch, he shall be required to take out two sales tax licenses—one for all of his factories, and one to cover the wholesale or selling divisions.

Those who pay cash seldom owe even an apology.

Guarantee Your Customers Clean Seed by Selling Them

"EASTLAKE" Grain Picklers

Made of Heavy Galvanized Iron. Strongly reinforced. A strong, well-made Smut Destroyer, at a price that meets any competition.



Note the position of strong, galvanized mesh. Grain can be dumped rapidly without wasting any solution. Saves its cost in a single season.

Smut causes a loss of thousands of dollars annually. "Eastlake" treated seed means better yields and bigger profits.

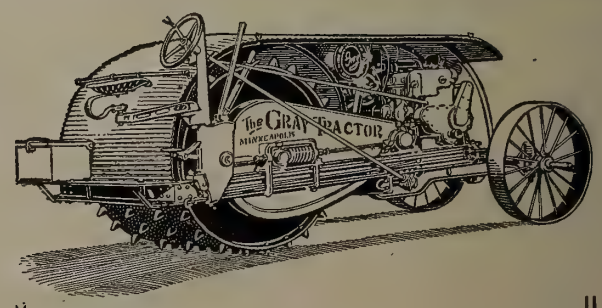
Crated for shipment with legs detached. Light in weight. Can be shipped by Express at small cost.

Order a Stock—*NOW*

Immerses and Treats EVERY KERNEL

The Pickler season is here. Your business depends upon the success of your customers. The use of thoroughly clean, treated seed grain is essential. With the "Eastlake" Grain Pickler, the farmer can immerse his seed for a few seconds or several minutes as desired. Using the "Eastlake" he assures the complete eradication of smut balls, and prevents possible loss. A low-set, strong and efficient pickler with ample capacity for any farm. Display one on your floor right away. Profitable business will follow.
Concentrate on "Eastlake" Products this year. A complete line of Galvanized Shingles, Siding, Eave-Trough, Well Curbing, Culverts, Tanks, Garages, Portable Granaries, etc. Ask for illustrated literature and agency proposition.

The Metallic Roofing Co., Limited
Manufacturers
797 Notre Dame Ave. WINNIPEG, MAN.



The Gray Tractor Owner Starts Early—
BECAUSE THE WIDE DRIVE DRUM

1—Goes through soft spots in the field.
2—Has sufficient traction for all soil conditions.
3—Works on plowed land without leaving runs or wheel marks in the field.
4—Will prepare your fields without injury to seed bed. It does not pack the land.
5—Rolls the land ahead of the plow.

ALL WORKING PARTS ENCLOSED AND RUNNING IN OIL BATH

Quality is built into it.
You get service out of it.

Some valuable territory still open. Write for our dealers' proposition.

Gray Tractor Co. of Canada, Limited
Office and Show Rooms: Lombard St., Opposite Grain Exchange, Winnipeg.
NORTON & LIEF CO. LTD. Calgary, Alta. C. WARING & CO. Moose Jaw, Sask.
THE TRACTOR CO., LTD., Saskatoon, Sask.

An Invitation To Dealers

We extend Implement Dealers a cordial invitation to visit our office and show rooms at 156 Princess Street during Winnipeg Bonspiel, February 8-19. Our line will interest you. Come right in.

Briscoe
Leader of Light Weight Cars

Let us Show You the Briscoe 1921 Models

Our Complete Line Includes:

McLAUGHLIN AND CANADA CARRIAGE BUGGIES AND CUTTERS.
SAWYER-MASSEY THRESHERS.
WALLIS TRACTORS.
J. I. CASE LIGHT TRACTOR PLOWS.
FOX AUTOMATIC GRAIN PICKLERS
EDWARDS CONVERTIBLE 1½ to 6 H.P. KEROSENE ENGINES.
"NEW WONDER" WILD OAT SEPARATORS.
AUTOMOBILE TRAILERS.

Full Information and Agency Proposition on Request ::

F. N. McDONALD & CO.
(Successors to McDonald & McKinnon)
156 PRINCESS ST. - WINNIPEG, MAN.

Notice to Dealers

WESTERN IMPLEMENTS LIMITED, beg to advise the trade that they have purchased the business of the Metal Specialty Company Limited, and are now manufacturing:

Farmers' Special Fanning Mills
Rotary Automatic Picklers
Beaver Automatic Picklers
Corrugated Steel Stock Tanks
Fordson Fenders
Beaver Brand Indented Cylinders and Rotary Screens for Cleaning and Grading Seed Grains

It will be a money-maker to you to handle these lines, together with the

Plow Shares, Wood Goods, Binder and Mower Repairs, etc.

sold by us in the past. We are also distributors for Saskatchewan of the

Christiansen Mulcher Packers and Plow Harrows

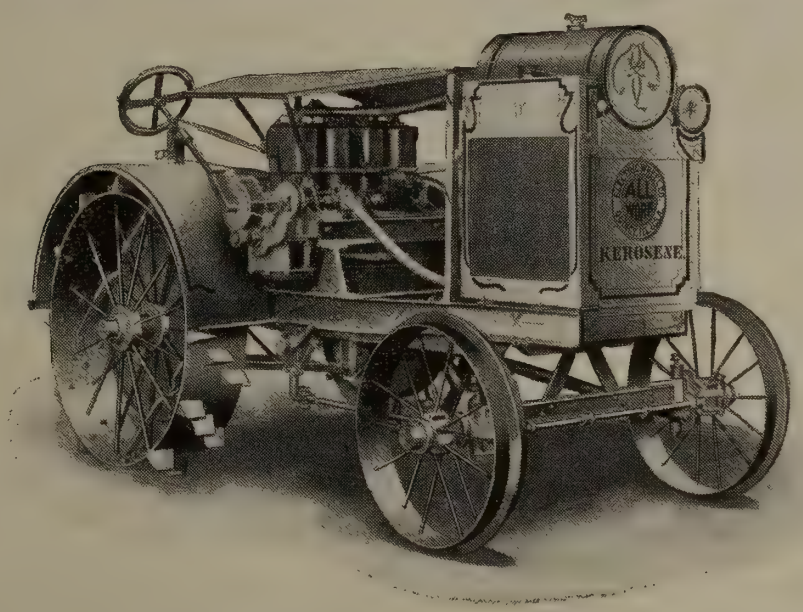
Write for New Price List. *We Ship Promptly.*

Western Implements Limited
6th AVE. & SCARTH ST. :: :: REGINA, SASK.

THE TRACTOR YOU CAN SELL

ALLWORK

Drawbar, 14 H.P.
Brake, 28 H.P.
Four-Cylinder Motor,
5 x 6 Inches



ALWAYS

White Allwork
Kerosene Tractor

PROGRESSIVE DEALERS VALUE THE WHITE LINE

Because
It Has Established Reputation and Unequalled Quality
It Makes Satisfied Customers for Them
It Brings in Bigger Profits
It Sells

It Will Pay You to Get Our Proposition. Write NOW

THE GEORGE WHITE & SONS COMPANY, LTD., BRANDON, MAN. MOOSE JAW, SASK.

Dealers in Alberta form Association

Agents of the Massey-Harris Company in Southern Alberta met in Calgary during December and formed an association which was named the "Massey-Harris Dealers' Association of Alberta." J. I. Welsh, Olds, was elected president, and G. A. Wrigglesworth, of Didsbury, secretary. Among those present were Messrs. Tudhope, Gleichen; Tolton, Taber; Shipley, Cardston; La Rose, Youngstown; Ramsey, Red Deer; Allison, Pincher Creek, and Gilders, Oyen.

On the invitation of the association, Mr. Trickey, manager of the Calgary branch, Massey-Harris Co., attended the meeting, discussing with the dealers clauses in a statement of complaint which they placed before him. Various recommendations in connection with sales were made by the agents, in this petition, which asked for alterations in sales allowances and commissions as affecting future business.

Concrete for Small Jobs

such as foundations, culverts, barn walls and cellars can now be mixed at one-quarter the cost, and 20 per cent of the cement can be saved.

Thousands of farmers now own a CONCRETE MIXER, a real necessity on every farm where buildings are to be erected or repaired.

The London Gem Concrete Mixer

is our latest Engineering Triumph. It solves the problem of Mixing Concrete on small jobs. It can be operated by one man. Can be run by hand or connected to a Gasoline Engine or any kind of power.

It is well built, has practically no parts to wear out, and will save the price of itself in ten days' use.

Agents will find this machine a great seller. Write for terms to agents.

London Concrete Machinery Co. Limited, London, Canada

Dept. K WORLD'S LARGEST MANUFACTURERS OF CONCRETE MACHINERY

Muffler Equipment on the Tractor

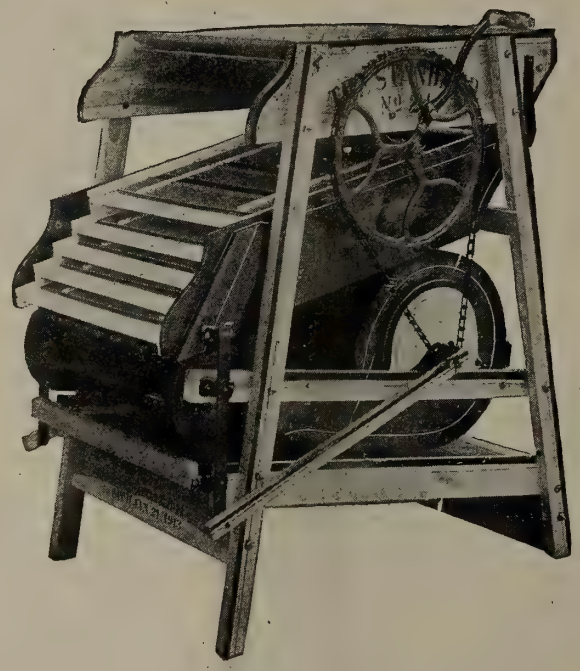
Many tractors are not equipped with engine mufflers. Designers seem to forget that engine noise is often responsible for the failure of the operator to detect minor irregularities in operation, which, if neglected, may lead to serious break-downs.

Over the roar of a tractor engine, running wide open, as is usual practice, not even a practiced mechanic can distinguish the little sounds which so plainly tell the story of the engine's working, says the Tractor Builder. With a well muffled engine, the owner, as he becomes acquainted with his machine, learns the well ordered succession of sounds and is able to differentiate between them when a new note appears—even though he may not be able to locate the cause and make the adjustment himself—while with the engine roaring through an open pipe no other sound may be detected until the underlying cause has progressed so far that a serious repair job is required.

For belt work, even more than in field operation, the tractor needs an effective muffler. Most belt work is done in or near the farm buildings, and a free engine is then an unnecessary nuisance, its noise jarring on the nerves of every member of the farm household.

Bigger Sales—Quick Turn-overs—Better Profits

"STANDARD" FANNING MILLS



Canada's Foremost Grain Cleaner

Clean, Grade and Separate ALL GRAINS

Assures Better Crops for the Farmer—Better Business for the Dealer

Four Sizes: 24, 32, 40 and 48 Inch

Exceptional Capacity

Strongly Built

Smooth Running

Your Territory May Still be Open. Act NOW!

Note These Features:

- Adjustable Force Feed Works Automatically, without adjustments;
- Interchangeable Screens. Strong, sagless sieves;
- Improved gangs, with distributors and wild oat separator;
- Adjustable deflector for regulating the undershot blast;
- Double-head baggers or wagon box elevators can be supplied for all sizes.

Over each of the five wheat gang sieves we have a set of stationary wooden slats, which work on the sieve, at all times keeping the sieves clean, evenly distributing the grain over the FULL surface of the sieve so that EVERY part of the sieve MUST be doing its share of the work and EVERY kernel of grain must come in contact mith the sieve. This is the reason no wheat goes over with the tailings, as is the case with most cleaners. These slats PUSH the wheat through the perforation, keeping the oats flat and carrying them over. That is why we can guarantee twice the capacity of any other mill having the same sieve surface. THE WEATHER WILL NOT AFFECT THESE SLATS.

"STANDARD" Mills are guaranteed to perfectly separate Wild and Tame Oats from Wheat and Barley. Also clean and grade: Wheat, Oats, Barley, Flax, Rye, Timothy, Alfalfa and all Grass Seeds. They clean and grade more grain in an hour than any other fanning mill built—and do it TWICE AS WELL.

The "STANDARD" is an all-purpose, large capacity machine which is meeting the requirements of the most particular farmer and seedsman. Don't fail to see it.

DEALERS:—Write for full Particulars

THE STANDARD FANNING MILL COMPANY LTD.

WINNIPEG - MAN.

Gregg Sales Manager for Hart-Parr

The Hart-Parr Company announce the appointment of John P. Gregg to the position of Northwestern sales manager in charge of sales in Western Canada and Northwestern United States. Mr. Gregg has been with the Hart-Parr Company for the past twelve years in various capacities and this appointment comes as a well-earned promotion. He recently returned from a seven-months' investigation of tractor trade conditions in Europe for the Hart-Parr Company.

J. H. Desmond, for the last three years, district manager for the Hart-Parr Co. in its Canadian territory with headquarters at Regina, has been called into the factory at Charles City, Ia., and placed in charge of all salesmen in the field.

During his long years of service in the tractor industry, Mr. Desmond has travelled in practically every tractor territory in North America. His broad knowledge of field conditions makes him a valuable man for his new work.

Ford Plant Re-opens

The Winnipeg plant of the Ford Motor Co. re-opened the middle of January after two months shut-down. Some 25 cars a day are being turned out daily. The normal capacity of the plant is 125 cars daily.

The oftener you visit your customers the closer you identify yourself with their farm machinery needs.

SAMSON

A New Samson Branch For the West

TO guarantee prompt service for Western farmers, we opened at Regina, Sask., on January 1st a branch warehouse and distributing depot. This Regina branch is now ready to ship promptly SAMSON TRACTORS, TRUCKS, DISC HARROWS, PLOWS, and the complete Samson line of power farming machinery. A complete parts stock will be carried.

Mr. L. E. Glover

formerly branch manager for the Cockshutt Plow Co., at Calgary, has been appointed Western Sales Manager with headquarters at Regina. Dealers' territories are now being allotted. Applications should be addressed to the Regina branch.

SAMSON TRACTOR CO.

OF CANADA, LIMITED

SUBSIDIARY OF GENERAL MOTORS OF CANADA, LIMITED

OSHAWA, ONTARIO

WESTERN BRANCH - - REGINA, SASK.

The Labor-Saving Value of Farm Implements

We can not determine accurately the extent that modern farm implements have increased production per acre, but it is certain that only through their use has the large increase in population been supported and labor liberated to carry on present manufacturing and commercial activities. With the implements in use sixty or seventy years ago no such condition of development and civilization as maintains to-day is thinkable.

Notwithstanding the decreased population of the farm, production has not waned, but has kept pace with the increased demand, not only of our own population, but that of other countries to whom we export.

Prior to 1840 all grain was cut with a cradle and bound by hand. To cut, bind and shock two acres was a good day's work for two men. In 1834 the reaper was invented but did not come into general use for twenty years after. Then came the self-rake, Marsh harvester and self-binder. The modern self-binder, with one man and three horses can cut and bind as much grain in a day as fifteen men could do in 1840. Even greater efficiency is secured in very dry sections where the combined harvester is used, which cuts, threshes and sacks the grain in one operation.

Beyond question, the invention of the self-binder is the most important development in the farm machinery field. The use of this machine is largely responsible for the reduction of the time required by one man to produce, harvest and thresh a bushel of wheat, from approximately two hours in 1840 to ten minutes at the present time.

Problems and Personality

There are always two extremes to every argument. At the present time, according to the man who speaks, we are either on the threshold of an era of unequalled prosperity, or we are on the verge of commercial ruin. The all absorbing question in the trade is: "How will business be this year?"

The truth of the matter is that we always have had problems and always will have them. The only difference is our problems will continue to become more numerous and more serious as our country continues to develop and grow in population and business relations become more intricate and complex. The medium through which these problems will be solved is the same. It is through the manhood, the courage and the broad vision of the business men of the Dominion.

If the farmer could live in our cities now and witness the suffering that occurs through lack of employment, the actual shortage of food and clothing with which the families of some workmen are now contending, he would view his own conditions with less alarm.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
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Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG CANADA, FEBRUARY. 1921

Implements and Production Cost

The production problem of the farmer is a matter of paramount importance. This is the time when the good, active implement dealer can best serve his farmer customer. It should be the business of every dealer to most carefully study all of the implements that he sells and to seriously analyze the condition of every one of his customers, with the purpose of determining the needs of those customers in improved machinery in order that their cost of production may be at the minimum.

If the dealer will thus equip himself and be prepared to show his farmer customer the actual dollar-and-cent saving that the improved tool will accomplish, we see no reason why the implement business should not prosper more greatly in the future than in the past. The necessity for improved tools was never so great; all one needs is a proper understanding of the thing that the tool accomplishes, so that the farmer may be shown its necessity.

It is necessary to take up competitive sales strategy as in pre-war days. Good salesmanship and good advertising, backed up by good tools, are needed once again.

Implement Values on the Farm

At times the agriculturist, in discussing what farm machinery and equipment costs, would give one the impression that it was nearly the total capital on the modern farm. As a matter of fact, in 1910, only 3.1 per cent of the total capital of farms in the U.S. was invested in implements. Livestock represented 12 per cent investment and buildings 15.4 per cent. The land represented 69½ per cent of the total capital invested. Granting that farm machinery has advanced 100 per cent during the past ten years, Secretary Meredith of the U.S. Department of Agriculture, in his 1920 report, says that the value of land increased 250 per cent between 1910 and 1920. Similar advances are evident in Canada. Therefore the percentage invested in agricultural implements remains relatively the same as it was in 1910, or even less.

Selling Advertised Goods

It is safe to say that easy selling is a thing of the past, nor can we claim that lack of supply is a sufficient alibi for lack of business. The dealer will find that it costs no more to stock advertised goods. In the long run it costs less. Re-advertise and display the goods advertised to your customers through the farm press and you will find quicker turnover.

Business can be got by team work with the manufacturer. You can choose your merchandise and build consumer demand by handling advertised lines. Stores which ignore the basic principle that underlies this policy are usually failures or near-failures. Stores which stock these lines are usually successful.

Merchants who merchandise advertised lines are invariably the most successful people in town.

Co-operate with the Traveller

A good idea for the implement dealer is to ask the traveller with whom he does business, who calls upon him: "How long can you spend with us?" He can then endeavor to have every moment of the visit utilized.

If prices are to come down, expenses must be cut, and every dealer can help in this by helping every travelling man to do a full day's work.

We appreciate that many travellers call on dealers where no previous business has resulted and perhaps the traveller is a new man in the territory. It is well for the dealer to remember that the traveller, like himself, has a day's work to perform, and courtesy is a great asset to help one on the way.

The Harness Trade

We have in Canada to-day over three and one-half million horses, the vast majority of which are used for work on the farms. The truck has displaced the horse in cities to a great extent, but in country districts the dealer can secure a satisfactory and steady demand for harness, horse blankets and stable supplies.

Harness manufacturers consider that everything points to a very active demand for team and work harness during 1921. The farmers of Canada during the last four or five years have been very conservative in their purchase of harness goods on account of the high price of raw materials and the result is that the manufacturers are looking for the time when the farmer will have to replenish his supply of harness.

Personal

Steve Rudoy now owns an auto repair shop at Buchanan.

A. H. Norton, of Starbuck, is now handling automobiles.

W. B. Packard is a new implement dealer at Bladworth.

A new implement dealer at Kinistino is A. Davidson.

W. Burrows has closed his auto business at Somerset.

The West End Garage, Winnipeg, has changed ownership.

Henry Mette has opened an implement business at Bruno.

J. Woodman, a harness dealer at Youngstown, died recently.

The Imperial Oil Co. have opened a branch in Brandon.

E. M. Butts has sold out his automobile interests at Kinistino.

W. R. Harnett has opened an implement business at Tompkins.

J. E. Hamilton, of Sperling, has discontinued his machinery shop.

Auto supplies are now sold in Brandon, by Samuel H. Brown.

The trade has a new member in J. R. Welks, at Churchbridge.

Gretzinger Bros., dealers at Beausejour, are succeeded by L. Letz.

I. A. Monsels is owner of a tractor and auto repair shop at Melfort.

L. J. G. Wagner is owner of a new implement business at Markinch.

A. A. Dickson, auto dealer at Irma, has sold out to E. B. Malhoit.

Flaxcombe, Sask., has a new implement and oil dealer in W. H. Code.

Partnership is registered in the South Side Battery Works, at Moose Jaw.

A new automobile business has been opened at Medicine Hat by C. Baker.

R. Konrad, Jr., is in control of a new farm equipment business at Kendal.

Farm machinery is now being carried by Smith & Campbell, at Sandy Lake.

W. H. Code is operating an implement and oil business, at Flaxcombe.

A change in management is reported in the Pioneer Garage, at Darmody.

M. N. Johnson, of Provost, has sold out his farm machinery lines in that town.

It is stated that J. D. Neufeldt, dealer at Niverville, is retiring from business.

F. W. Buth, dealer at Leader, is reported as opening a branch at Westerham.

A. L. Clemens has started a hardware and implement business at High River.

J. E. Butterworth & Son are commencing an implement business at Coleville.

S. G. Jamieson, implement dealer at Bow Island, has moved to Medicine Hat.

J. Prokopetz is stated to be discontinuing his implement business at Hampton.

Bennett & Lamont, garage owners at Moosomin, have dissolved partnership.

Thompson Bros., hardware and harness dealers at Tramping Lake, have sold out.

The Ford & Smith Garage is a new automobile sales and repair concern at Carlyle.

Robertson & Co. have dissolved partnership in their motor business, at Rockhaven.

The American Auto Painting Co. is a new firm commencing business in Winnipeg.

Q. Pettigrew is reported to have discontinued his implement business at Lumsden.

O. Gratin, implement dealer at Cadogan, is said to be advertising his business for sale.

Olson & Curran have bought out the auto business of Sluman & Jordet, at Penzance.

The automobile store of J. H. Maynes, Nokomis, was burned some three weeks ago.

Hilliard Bros., implement dealers at Watson, are reported to be discontinuing business.

J. G. Garbe has sold out his hardware and harness business at Churchbridge to J. Welk.

R. Dupre, an automobile and tractor repair man at Stockholm, visited Winnipeg recently.

C. S. Stewart, implement dealer at Sperling, spent a few days in Winnipeg during January.

The automobile business of J. J. Gerbrandt, at Drake, was destroyed by fire recently.

A. Davidson, Weyburn, is handling the Overland and Gray-Dort agencies in that centre.

Schram Bros. are partners in a hardware, implement and blacksmithing business at Grayson.

Mead & Bergstal, dealers at Vantage, have dissolved partnership in their implement business.

J. P. Kennedy, lumber and implement dealer at Outlook, has sold out his implement business.

B. Thompson has bought out the implement business at Silton, formerly owned by G. D. Prosser.

Nickel Bros. recently suffered fire loss in connection with their automobile business at Waldheim.

Get Your Repair Orders In Early

NOW is the time to advise your customers to check up their equipment. Tell them to list the parts that need replacement and let you know. Ask them to place orders at once—not when the rush of spring work starts. Their co-operation is necessary if you are to give efficient Repair Service.

Drop in wheat prices holds no terrors for the man who can counterbalance them with a lessened production cost.

But efficient farming cannot be based on use of worn-out or unrepaired machines. Neither will it result when repairs are made on machines not worth the repairing.

Retrenchment on the farms should not mean refraining from purchasing of improved machinery. Rather, it should take the form of utilizing every form of modern equipment to assure the largest yield with the minimum amount of expense.

"Repairedness" means "Preparedness"

The Dominion Automobile Supply Co., jobbers at Regina, have discontinued operations in that city.

Wallis & Cleland have formed a partnership in an implement and automobile concern, at Cornfield.

Mr. Tatelman, of Richardson & Tatelman, Beausejour, has sold out his interest in the garage business.

A. R. Coulthard has bought out the implement business at Mather, formerly owned by R. A. Coulson.

The Prairie City Oil Co., Winnipeg, are increasing the capital of the company from $250,000 to $500,000.

R. Armour has bought out the automobile business at Dodsland formerly controlled by E. E. McDonald.

Sauer Bros., implement men at Neudorf, have reorganized. The firm is now controlled by Sauer & Bismeyer.

Ross McKinnon has been appointed sales manager of the Chevrolet Motor Co. of Canada. Oshawa, Ont.

D. A. Kippen has sold his auto business at Carlyle to R. H. Ford. The latter will handle cars, trucks and tractors.

A. Christenson has bought out the auto and accessory business at Camrose formerly owned by L. E. Martin.

Winnipeg has another new business firm to her credit in the Manitoba Auto Sheet Metal and Radiator Co.

E. H. Stevens is reported to have sold out his farm machinery business in that town to McCormick and Smith.

E. E. Erickson and A. D. Campbell have bought out the implement business of A. A. Swarren, at Camrose.

The firm of Robertson & Co., Rockhaven, is succeeded by J. H. Coe, in the hardware and automobile business.

Jas. Groom, and also McDonald and Thickson, are said to have discontinued automobile businesses at Carman.

The J. H. Ashdown Hardware Co., Winnipeg and Regina, have increased their capital from $2,000,000 to $3,000,000.

J. K. Hay, Foxwarren, dealer in lumber and implements, has sold his lumber business to the Monarch Lumber Co.

W. J. Gibson suffered fire loss in his automobile business at Napinka. The loss was partly covered by insurance.

Mr. Beaton, sales manager of the McLaughlin Motor Car Co., Oshawa, will visit the Winnipeg branch during bonspiel.

T. W. Moore & Sons, owners of the Excelsior Garage, at Rouleau, are carrying on a battery storage and repair service.

A. J. McMillan has sold out his livery business at Shellmouth, but will carry on in the farm equipment line.

A. Matheson, sales manager of D. Ackland & Son Ltd., Winnipeg, spent a few days in Regina, the latter part of January.

Jas. Cannons has taken a partner into his automobile concern at Cypress River. The firm's name is now O'Neil & Cannons.

R. B. Muir, of Roland, has discontinued selling autos and implements. In the same town, W. M. Rennick has discontinued his garage.

Some 30 salesmen of the Winnipeg division of Imperial Oil Limited met in convention at Winnipeg the week of January 24th.

Winton & McDonald, implement dealers at Mossbank, have dissolved partnership. J. McDonald now has control of the business.

H. P. Stoneman, assistant general manager of the John Morrow Screw and Nut Co., Ingersoll, Ont., visited the western provinces recently.

R. C. Haas and R. H. Smith, Minneapolis, visited Winnipeg recently to establish a plant for the manufacture of the Myers grain feeder and cleaner.

The Auto Service Co., Regina, has applied for permission to change the name of the company to the McKee Motor Co. They will handle implements as well as automobiles.

The Home Appliances Mfg. Co., Winnipeg, has been incorporated with a capital of $250,000. They have purchased a plant in which they will manufacture electric washing machines.

A. A. Campbell, Toronto, has been appointed manager of the New Massey-Harris branch, at Brandon. A. G. Howell is office manager. A full line of Massey-Harris implements will be carried.

Prof. J. W. Dorsey, of Manitoba University, states that he has perfected a method of starting and operating automobiles at very low temperature, down to 40 degrees F. The device is electrical.

J. A. McGowan recently purchased the Massey-Harris property at Nokomis. Besides handling the Massey-Harris line, he sells tractors, Bull Dog fanning mills, De Laval cream separators, harness, pumps and sewing machines.

Grover Weyland, vice-president, and R. Henderson, of the Racine office, J. I. Case Plow Works Co., along with M. Schibsby and F. Goodner, of the Minneapolis branch of the plow company, were recent visitors to Winnipeg.

Louis F. Jenns, managing director of the Empire Cream Separator Company of Canada, visited the parent company's headquarters at Bloomfield, N.J., last month. There will be no slackening of the sales effort of the Empire Company in Canadian territory the coming year.

James Winram, implement dealer at Pilot Mound, thinks the big mistake which has brought about the present condition was the advance made in prices during the twelve months prior to the present price reduction period. Now, he says, when customers see prices beginning to decline gradually they want a big cut in prices.

D. C. Coutts, manager of the Winnipeg branch of the McConnell & Fergusson advertising agency, has been appointed a member of the executive board of his company, whose headquarters are in London, Ont. This company handle several farm equipment advertising campaigns.

J. E. Davies, president of the Alberta Foundry & Machine Co., has been appointed president of the Lethbridge Iron Works, Ltd., succeeding C. A. Magrath. Mr. Magrath will continue his interest in the firm as vice-president, and V. W. Parrish, who is secretary of the Alberta Foundry & Machine Co., Medicine Hat, is the new secretary-treasurer.

Tractor Case Settled

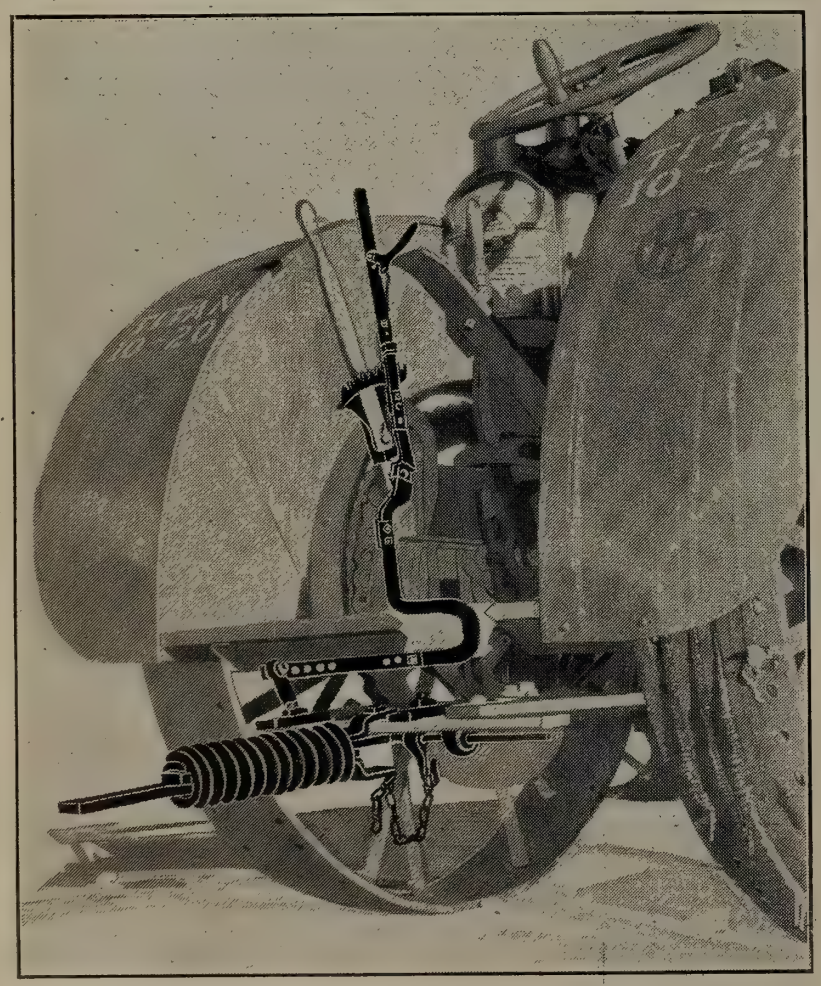
Judgment was recently given in the court of appeal, Winnipeg, in the case of Minneapolis Threshing Machine Co. vs. C. W. Scaulin, a farmer, at Shanawan. The latter purchased a tractor from the company, refusing to pay $1,500 balance on purchase on the claim that the tractor would not operate equally well on both gasoline and kerosene, according to warranty. At the trial, both the plaintiff's action and counterclaim for damages of the defendant were dismissed. The tractor company appealed, and unanimous judgment, with costs, was given them.

Pickled people pine for brine.

ANNOUNCING THE

Belcher Tractor Hitch

A Sales Opportunity for Dealers that has never been equalled



Does not Uncouple the Tractor from the Load

The Belcher Tractor Hitch is AUTOMATIC, a LOAD CONTROLLER, SAFETY HITCH and SHOCK ABSORBER. Absolutely eliminates all danger of breakage of Tractor or Implement.

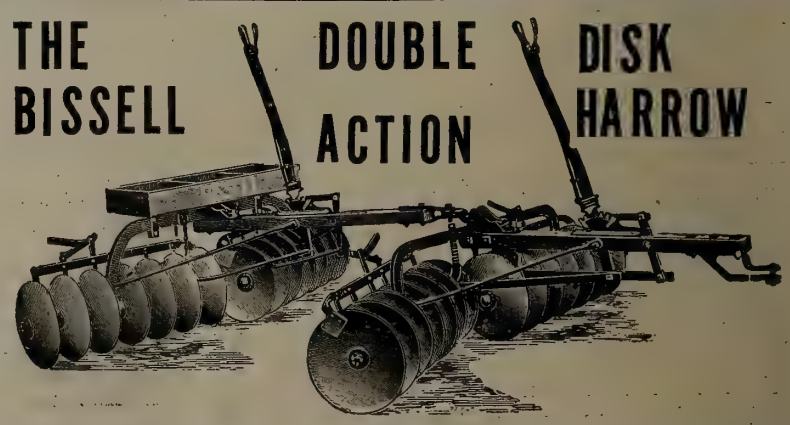
Made for all Standard Tractors. The above cut is our Style A, for Titan 10-20 h.p. tractors.

Aggressive dealers wanted everywhere. Write us at once to secure territory. Reasonable in price. Will add years to the life of both tractor and implements. It eliminates practically all tractor troubles. We can make prompt delivery and furnish complete literature. WRITE TO-DAY. This is a real money-making opportunity for you.

See us During Winnipeg Bonspiel

FRED P. BELCHER 717 Grain Exchange **WINNIPEG**

THE BISSELL DOUBLE ACTION DISK HARROW



The more you cultivate the soil, the more valuable your land, and the greater your crops will be. The easier it is to cultivate, the more cultivating you will do. Not only the lightest draught, but the best Cultivator—the one that will penetrate hard soil as well as soft ground—is the

BISSELL DOUBLE-ACTION DISK HARROW

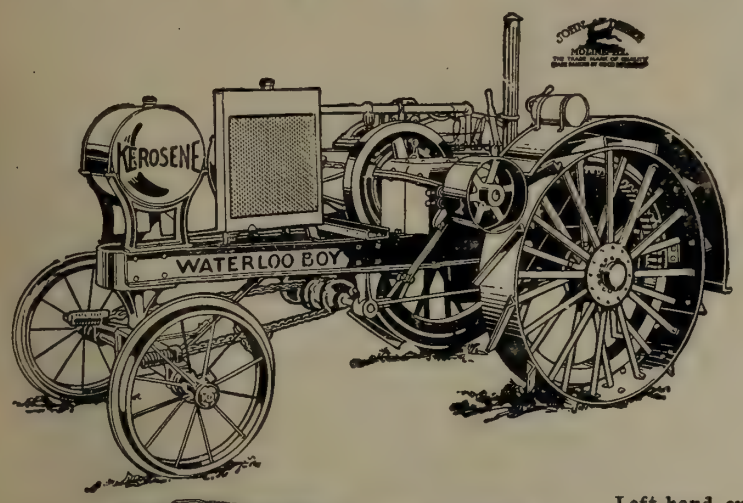
Disking with the Bissell makes a perfect seed-bed. It allows greater root expansion for the growing crop. Bissell Double-Action Disk Harrows are especially suitable for use with light tractors or with horses. Above cut shows size suitable for light tractor.

DEALERS—During Winnipeg Bonspiel, February 8-19, visit the John Deere Plow Company and look over the Bissell Line

Factories at Elora and Ingersoll, Ont.

Address: T. E. BISSELL COMPANY, Limited, Elora, Ont.

The Very Latest and Best Aid to Crop Production



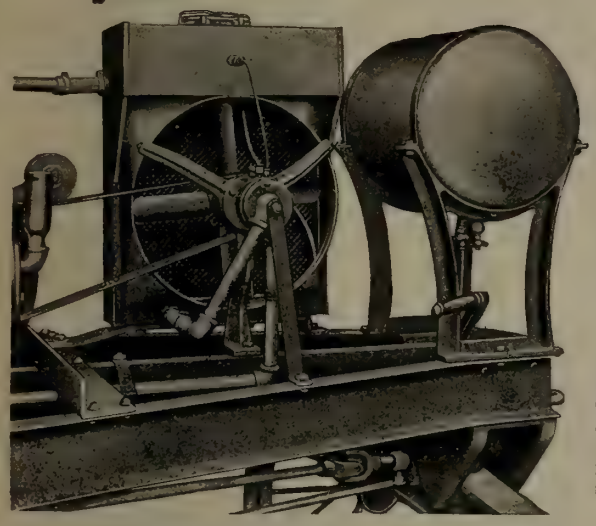
IS THE

John Deere Line
OF FARM EQUIPMENT

ENTIRELY NEW DEVELOPMENTS IN THE

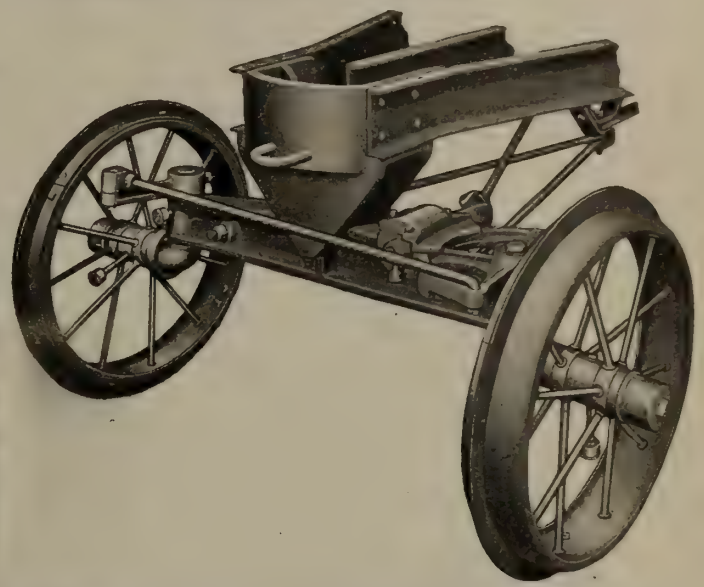
"WATERLOO BOY" (MODEL N)

KEROSENE BURNING TRACTOR



Left-hand cut shows combined fan and water circulating pump. Note how compact and accessible is this unit, **AND ONLY ONE BELT IS USED.** They are both mounted on one hardened steel shaft, equipped with a Hyatt roller bearing at point of strain. This cuts out friction and is a guarantee of long, dependable service. Note, also, fuel tank has been **RAISED SEVERAL INCHES,** giving added fall to the kerosene from tank to carburetor.

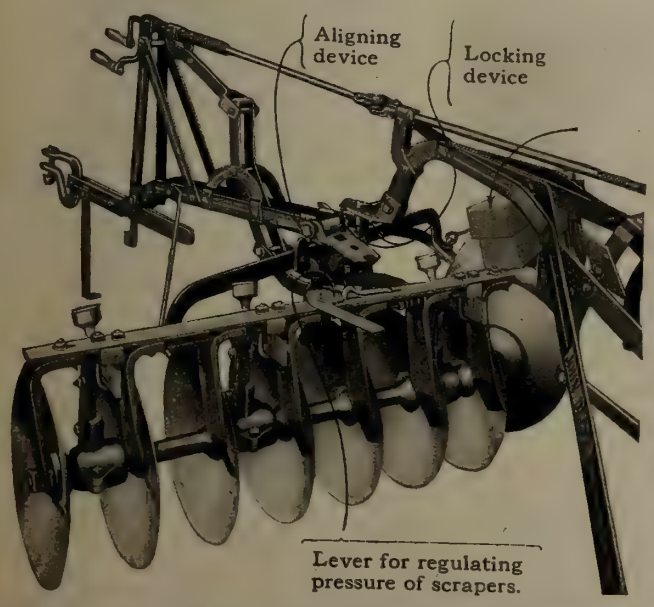
Right-hand cut gives details of the new front axle and automobile steering device, which replaces drum and chain formerly used. That this is a mighty improvement is seen at once. It gives a shorter turning radius and greater clearance between the axle and ground.



Another great structural improvement on the "Waterloo Boy" is the placing of the COUNTERWEIGHT OUTSIDE instead of inside the crank case, as formerly. This change gives perfect access to the bearings. It greatly facilitates the cleaning of the engine and, as in the past, the engine gives steady power with a minimum of vibration. Further, the BELT PULLEY is now made with a detachable rim—a great advantage in field work. Remove the pulley and there is no possibility of the lugs on the wheels packing clods of stones against it. As the pulley revolves at high speed its removal eliminates possible breakage.

John Deere "Model L" Tractor Disc Harrow

With Yielding Lock—Which Virtually Means a Perfectly New Type of Implement. : Perfect Flexibility—Perfect Alignment—A Perfect Job



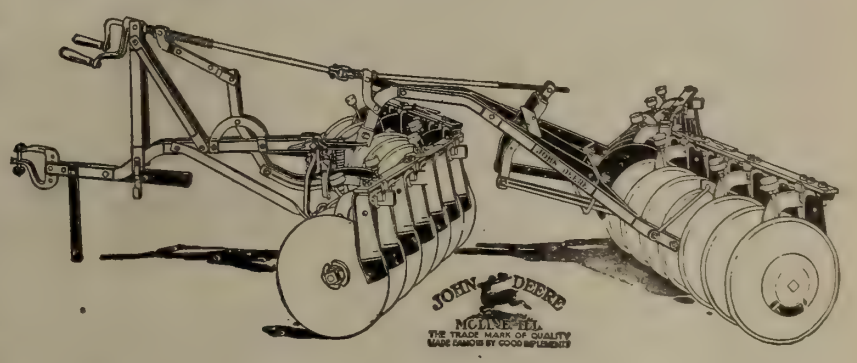
This harrow is the best investment a farmer can make who owns a tractor and realizes the saving and efficiency of a harrow that can be perfectly controlled by the man on the tractor. The patented, automatic, yielding lock coupling is one only, but not the least important, of certain exclusive features in this harrow. The new yielding locks compel rear discs to penetrate properly—to cut the ridges left by the front discs instead of trailing in their furrows. It also prevents the rear section from swinging when one side of the harrow encounters more resistance than the other.

FLEXIBLE

DOES A COMPLETE JOB OF DISCING

Stones and stumps do not raise the entire Harrow out of the ground.

Man on the engine has complete control



For use with any Standard Tractor. Convenient Angling Cranks. Patented Aligning Device. Adjustable Disc Scrapers. Convenient Grease Cups. :: ::

Write for Complete Illustrated Literature.

JOHN DEERE PLOW COMPANY LTD.

WINNIPEG REGINA SASKATOON CALGARY EDMONTON LETHBRIDGE

Canada's Production of Binder Twine

The output of binder twine in Canada during 1920 amounted to 16,750 tons. The firms engaged in this industry are the Brantford Cordage Co., of Brantford, Ontario, the Consumers' Cordage Co., of Montreal, the Consumers' Cordage Co., of Dartmouth, Nova Scotia, and the Plymouth Cordage Co., Welland, Ontario. The Canadian Government reports the twine produced by the whole industry to be of first-rate quality in respect of strength, uniformity and length.

Big Auto Contract

R. D. Kerby, sales manager of the Olds Motor Works of Canada, Ltd., has just completed a contract with the Breen Motor Company, Ltd., for the distribution of Oldsmobiles in the provinces of Manitoba and Saskatchewan, involving the purchase of $1,000,000 worth of automobiles and trucks.

Dealer's Overhead in U. S.

In its report on the U. S. implement industry, the Federal Trade Commission in that country, showed a range of from 1 to 42 per cent as the overhead of implement dealers. No implement business could be handled with a one per cent overhead, and no business with a 42 per cent overhead would be worth continuing. Evidently the commission did not obtain its figures from dealers who kept accurate cost records.

According to Farm Implement News, the commission divided dealers into seven classes, according to the lines handled, placing exclusive implement dealers first.

Taking the figures reported, with the wide range of 1 to 42, the commission found that the average percentage of overhead for the years 1915 to 1918 for the seven classes of dealers and for the whole were as follows:

	1915	1918
Implements only	14.75	11.54
Implements and hardware	16.67	13.48
Implements and automobiles	9.45	9.70
Implements, autos and hardware	14.75	15.22
Implements and lumber	13.22	11.24
Implements and general merchandise	15.01	13.16
Implements and miscellaneous	13.84	12.53
Average of all	14.63	12.60

While these figures indicate that the percentage of overhead in the retail implement trade was reduced slightly during the period under consideration, due to volume increasing at a greater rate than expenses, the reduction apparently has not been so large as popularly supposed.

If friendship's worth having, it's worth insuring; don't make it a bargain counter where you always get the bargains.

How is Your Stock of Bill Heads and Letter Heads?

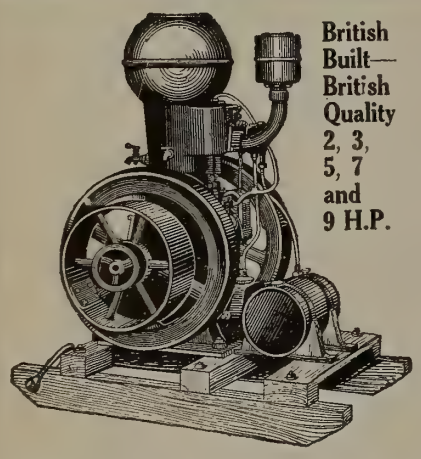
Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. *Ltd.*
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

Mr. DEALER
The Farmers are asking for
CATER'S PUMPS
His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.
H. CATER, Brandon, Man.



British Built—British Quality 2, 3, 5, 7 and 9 H.P.

LISTER Farm Engines

With "LISTER" Lines
Good Business is Assured the Dealer

--LISTER Engines Sell the Year Around

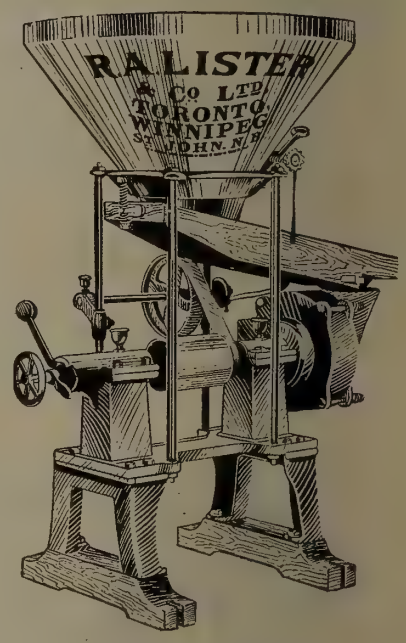
British built, and to the British standard of durability. The best materials and best workmanship. High tension ignition—no batteries. Automatic lubrication. Economical to run. Shipped complete with skids. Lister engines are what the farmer wants. Sell them this spring and make money.

--LISTER Grinders have Great Capacity

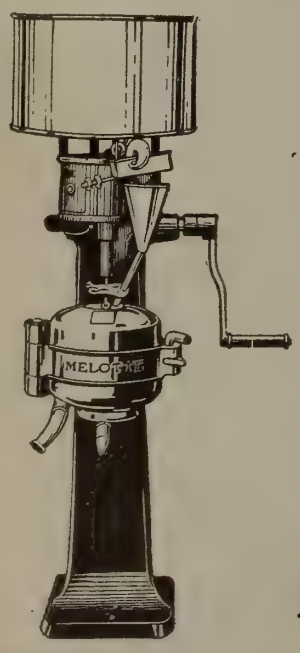
We guarantee Lister Grain Grinders to grind more feed on the same power than any grinder of the same size on the market. Heavy steel shaft with extra long bearings gives durability and rigidity. Ball thrust bearing. Large feed trough; ample screening capacity. Strong, reversible plates with worm force feed. All machines are fitted with bagger pulley. Sold with or without base.

--The Complete LISTER Line Includes:

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister-Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Power Pumping Outfits, etc.



LISTER Grinders
Five Sizes. 6 to 12-inch Plates



MELOTTE Cream Separators

Melotte ***Cream Separators***

12 Sizes: Capacities, 280 to 1,300 Lbs.

We can make immediate delivery of all sizes. The "Melotte" bowl is self-balancing and frictionless. Hangs free from a ball-bearing spindle. In construction and skimming efficiency the "Melotte" is the World's Foremost Separator.

"LISTER"--the World's Leading Milker

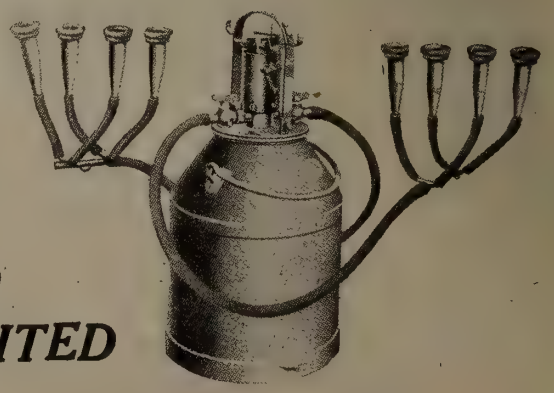
Our 1921 model is the last word in milkers. Lister milking machines have been in use all over the world for 15 years. Made in single or double units. Simple in design. An ordinary 1½ h.p. engine or motor will operate them. The Lister Pulsator gives a perfect release of the teats. The cups cannot fall off, and the stroke of the pulsator can be altered instantly to suit the individual cow. DEALERS—Send for special literature.

IS YOUR TERRITORY OPEN? IF SO, WRITE AT ONCE

Visit us during Winnipeg Bonspiel, Feb. 8-19

R. A. LISTER & CO. (Canada) LIMITED

WINNIPEG **TORONTO**



LISTER Milking Machines

The Price Situation

At their recent convention, the Iowa Implement Dealers Association passed the following resolution:

"In view of the advances which have been put into effect on certain lines of farm equipment by manufacturers, we urge that dealers conduct their business on the smallest possible margin and most economical basis in order that the farmer may secure his requirements at the lowest possible price. It is our hope that manufacturers may soon see their way clear to reduce prices in harmony with the downward trend of farm products and other commodities."

Canada's Tire Production

The Dominion Bureau of Statistics at Ottawa, in a preliminary report on the rubber industry of Canada for the past year, indicates the existence of 32 manufacturing plants, employing nearly 6,000 hands, whose total output for 1919 is valued at $56,000,000. The exports of the industry amount to between one-fifth and one-sixth of the output. The products for the past year comprise 1,293,000 motor tires and 1,117,910 motor tubes, 158,780 solid tires, 8,580 motor cycle tires and a similar number of motor cycle tubes.

Cars in Manitoba

Last year 36,455 automobiles were registered in Manitoba province, an increase of 25 per cent over 1919. There are now one resident in every sixteen in Manitoba owning a car. Of the automobiles registered in Manitoba, 18,370, or over half, are Fords; 1,122 Gray-Dort; 4,248 Chevrolet; 1,166 Maxwell; 3,346 McLaughlin, and 2,409 are Overland.

No Refund for Dealers

The Government of Canada has refused to grant the request of the automombile dealers for a refund of the luxury tax on unsold cars in stock on December 20, when the luxury tax was removed, according to announcement made by the Retail Merchants' Association of Canada. It is understood that automobile manufacturers are devising means whereby relief may be granted the dealers.

Germany Replacing Implements

The Reparations Commission announce that up to December 31st, as restitution for agricultural machinery destroyed or stolen, Germany delivered 109,932 machines and tools to France, and to Belgium 21,573, a total of 131,505 farm implements.

Keen ears and eyes are of as much importance as an active tongue.

Value in U. S. Crops

Farm crops of the U. S. A. were valued at $10,465,015,000 last year, based on December 1 prices paid to producers, the department of agriculture has estimated. That compares with $16,035,111,000 in 1919, and $10,156,426,000 the five-year average, 1914 to 1918, inclusive.

Obituary

Mrs. Harriet B. McCormick, wife of Cyrus McCormick, chairman of the board of directors of the International Harvester Co., Chicago ,died in that city on Janauary 17th.

Automatic Grain Pickler

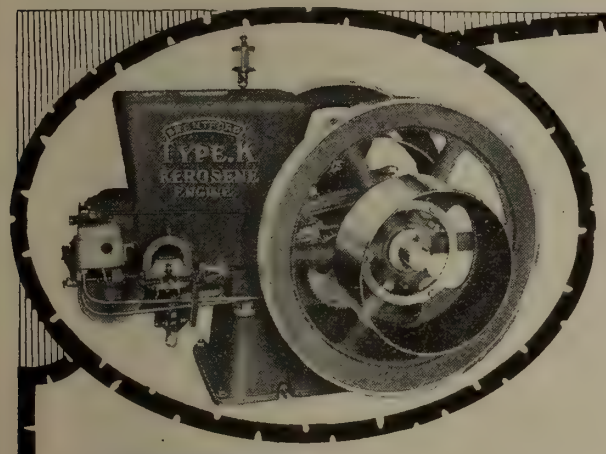
REDUCED TO $6.75

Made by Currie Manufacturing Co., Brandon, but furnished with metal pail instead of wooden one.

We are discontinuing all implements, and to move these immediately are offering at far below cost price to us. Single lots, $6.75; or lots of six or more, $6.00 each.

TERMS, CASH—F.O.B. MOOSE JAW

Canadian Specialty Co., Moose Jaw



"WHAT OF THE DEMAND?"

Certainly, sir, it will be just as good as ever, if not better this year, especially if you handle G. S. M. Made-in-Canada Farm Equipment.

Our extensive line includes: The "Beaver" Kerosene Tractor, "Ideal" Windmills, "Maple Leaf" Grinders, "Ideal" Kerosene Engines, Concrete Mixers, Steel Saw Frames, Power and Hand Pumps, Pumping Equipment, Steel Tanks. We also handle Plows, Threshers, etc.

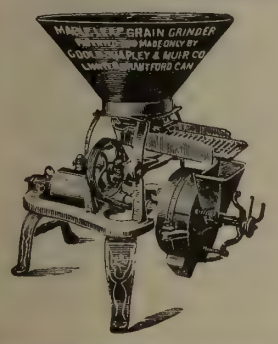
Brantford Type "K" Kerosene Engines

Assure Satisfactory Volume and Profits

Are you satisfied with your engine profits?

Sell the Type "K" Kerosene Engine this season and you will double your engine trade.

The "BRANTFORD" is made in three sizes: 2, 4, 7 H.P. It has few working parts, a speed changing device, accurate governor and magneto ignition. The fuel tank is built into the engine base. The type "K" is a great fuel saver and gives big surplus power. You can't go wrong by lining up with this quality engine. Get a sample for your warehouse.



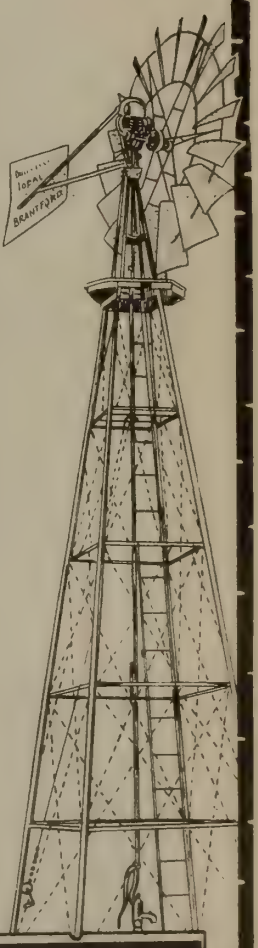
"Maple Leaf" The Capacity Grain Grinder

Sizes from 6 to 15 inches

For over 20 years these grinders have been in demand. Known everywhere, they sell easily. They are extra strong, well designed and allow a high speed run that means immense capacity. Many patent features give you splendid sales arguments.

The Double Geared Pumping Windmill that is "Ideal"

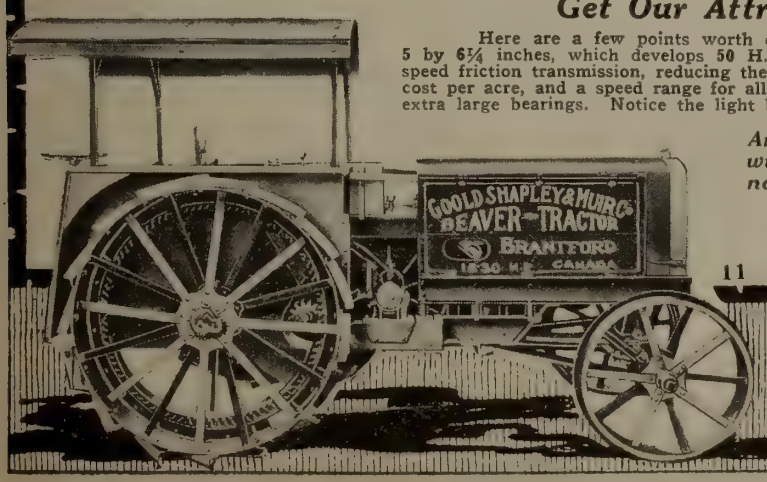
Twenty years continuous service is a common report on this line, because: It is the simplest and strongest double-geared windmill made. Its roller and ball bearings insure running in the lightest breeze, and with minimum amount of lubrication. The "Ideal" never blows down if properly erected, and to assure correct installation, capable windmill experts will be furnished to erect the complete outfit, if required.



The New Beaver 15-30 Will Lead the Market

Get Our Attractive Sales Proposition At Once

Here are a few points worth considering: The 1921 "Beaver" has a larger 4 cylinder Waukesha motor, 5 by 6¼ inches, which develops 50 H.P. on the belt. It is a perfect kerosene burner and has a patented seven-speed friction transmission, reducing the working parts 15 to 20 per cent. This gives smooth, flexible power at less cost per acre, and a speed range for all belt work. The "Beaver" has a very strong frame, heavy crank-shaft and extra large bearings. Notice the light but rigid cab.



An attractive commission and quantity discount goes with the "Beaver" agency. Canadian-made. No duty—no exchange—a reasonable price. Secure territory to-day.

11

Goold Shapley & Muir Co. Limited

Distributing Warehouses: Portage la Prairie, Calgary, Edmonton, Saskatoon

Factory—Brantford Western Head Office—Regina

The Time for Action

Under present conditions dealers must take advantage of every legitimate means of securing business. Lines that are fast moving and that can be sold for cash, such as specialties and small goods, should receive attention. Business should be encouraged when it canot be forced.

To-day the dealer and his staff should remember that courtesy and smiling service, coupled to good lines, are the three great assets of retail success.

This is the time when the business whiner should be ostracized, the grouch banished, the discouraged inspired. Inertia begets inertia; every complaint imagines another.

Super-effort in the office, factory, on the road, behind the counter, will do more to blow away the clouds of uncertainty and put the implement business on a soundly economic basis than all the theories that ever have been or ever will be expounded.

A New Swiss Tractor

A new type of tractor, manufactured at Berne, Switzerland, was shown in operation for the first time a month or two ago. This is a fore-carriage tractor with two driving and steering wheels and two rear wheels. The engine is 4-cylinder, developing 16 to 20 h.p.

By means of a reversing coupling, without gear changing or toothed gearing the tractor can go forwards or backwards at will. Reversing is done without shock, even if the controls are jerked roughly into place. This arrangement allows of the machine working with one or two two-way plows. Hence it does not need to turn at the end of the furrow. There is no differential in the machine. Each driving wheel may be disengaged and run loose on the axle. Turning is accomplished by disengaging the wheel on the inner radius of the turn.

It's not necessarily talk alone that put over a proposition; it's suggestion, persuasion and determination.

A New Use For a Farm Tractor

Every little while we learn of a tractor doing an unusual or novel stunt. Have you ever thought of a tractor as a house-moving appliance? Here, however, we picture a little tractor doing this unusual stunt.

This moving day scene was "filmed" at New Rockford, N.D. One of the implement dealers in that town had occasion to move a 16x24 foot, one and a half-story frame building to another part of the town, so he merely mounted the building on wheels—hooked on a Case tractor, and away they went much to the satisfaction of scores of onlookers to whom it looked like an ant moving a large ant hill. At some points in its travels, the tractor had to cross some very soft spots in the road, at times the rear wheels of the wagon on which the load was mounted went down to the hubs, but like the elephants in the circus, the tractor pulled it out.

Case tractor acts as a "moving day" expert.

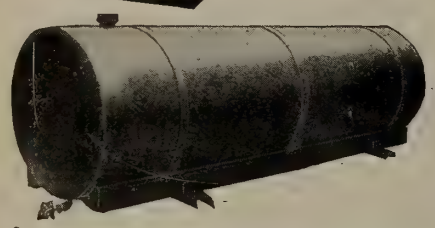
Dakota Dealers Recommend Standard Contract

At their recent convention, the South Dakota Implement Dealers' Association passed a strong resolution on the subject of contracts. The resolution read:

"We heartily recommend the adoption of a standard and uniform contract to be used by the manufacturers of all farm machinery, to be simple in form and stating in plain and simple language the terms of the contract; the amount of discount; services to be rendered, and territory involved, in such a way that there will be no possibilities of these terms being misunderstood by the contracting parties."

Book-keeping is possibly a nuisance, but it's a thing that you've got to see to if you want

MAX OIL WAGON TANKS



Will be a profit-making investment for the oil using farmers in your district

AND

a profitable line for you to handle and push the sale of.

This is the time of the year in which to get your list of prospects prepared and to begin sending them the literature that will prepare them for the display of a sample later.

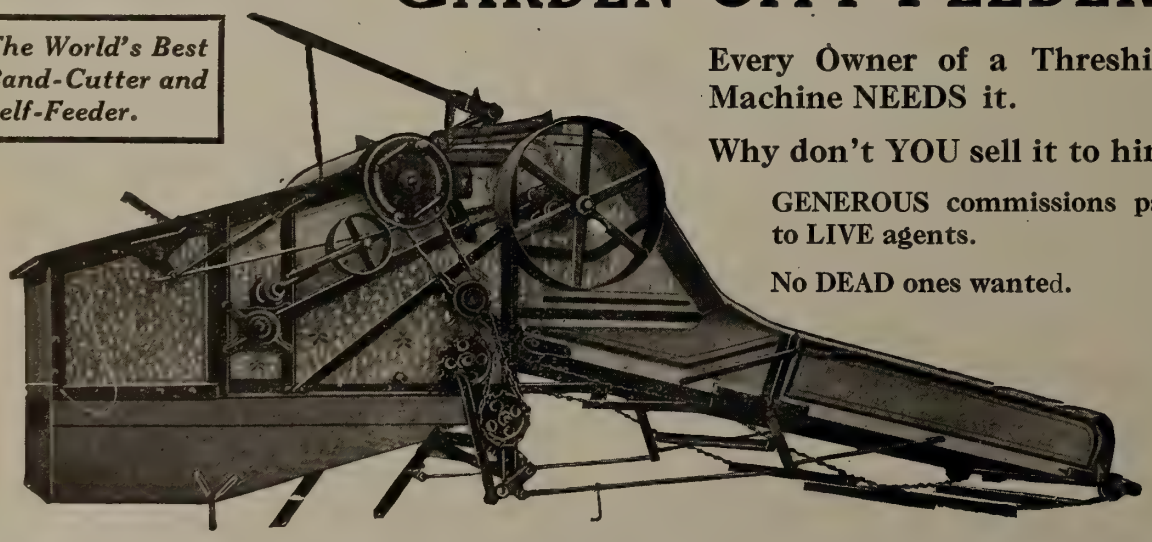
WRITE TO-DAY AND LET US KNOW HOW MANY CIRCULARS YOU NEED

Western Steel Products Limited

WINNIPEG Man. REGINA Sask. CALGARY Alta. EDMONTON Alta.

The Famous "GARDEN CITY FEEDER"

The World's Best Band-Cutter and Self-Feeder.



Every Owner of a Threshing Machine NEEDS it.

Why don't YOU sell it to him?

GENEROUS commissions paid to LIVE agents.

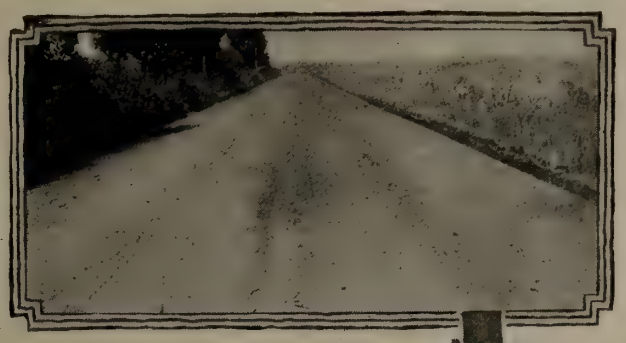
No DEAD ones wanted.

ASK ANY OF THE FOLLOWING FIRMS FOR CONTRACT

The GARDEN CITY FEEDER CO., Ltd., Regina, Sask.

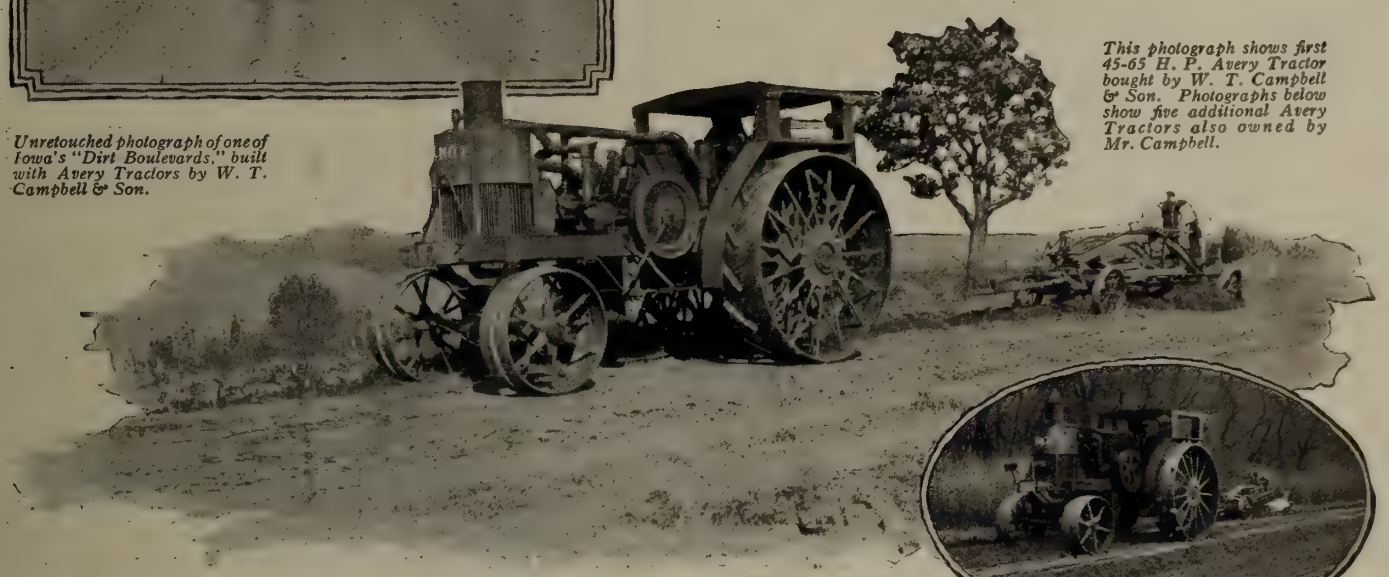
BRUCE DAVISON CO., Brandon, Man.
A. E. GARDINER, Saskatoon, Sask.
W. S. MUNROE CO., Calgary, Alta.
MART McMAHON, Lethbridge, Alta.

P.S.—WE ALSO SELL THE *CASWELL ADJUSTABLE BELT GUIDE*



Unretouched photograph of one of Iowa's "Dirt Boulevards," built with Avery Tractors by W. T. Campbell & Son.

This photograph shows first 45-65 H. P. Avery Tractor bought by W. T. Campbell & Son. Photographs below show five additional Avery Tractors also owned by Mr. Campbell.



No. 2

No. 3

No. 4

No. 5

No. 6

Building "Dirt Boulevards" With Avery Road Tractors

A few years ago W. T. Campbell & Son of Council Bluffs, Iowa, purchased an Avery Road Tractor. It did such satisfactory work that they purchased another and another until today they have six of these great power units at work in Iowa, building "Dirt Boulevards," the finest dirt roads in America.

Avery Road Tractors are doing the same fine work in building good roads on all sides of the globe. Ten years of actual service has made them the world's champion road building tractors. On account of their greater simplicity and durability, they stand up under hard road building work better than any other power, giving service at the lowest possible cost.

Avery Road Tractors are guaranteed to build roads 50 per cent cheaper than the same work can be done with horses or mules, and also do it better. This means cutting road building costs in two, or building *two* miles of *better roads* for the present cost of *one.*

The demand everywhere is for better roads and more of them. Avery Dealers right now are finding this class of business to be very profitable. Here are the tractors that will enable you to make the most of the sales opportunities for road building outfits in your territory. This is business that will pay any dealer to develop. It is profitable—easy to take care of—and is growing fast.

There are seven sizes of Avery Tractors—a size for every kind of road building and maintenance work. Besides special road tractors, the Avery Line includes complete line of motor farming machinery including farm tractors, plows, separators, motor cultivators, motor trucks and tillage tools.

Ask if the Avery Agency is open in your territory.

AVERY CO. Factory and Main Office, Peoria, Ill., U.S.A.

Western Canadian Distributors:

CANADIAN AVERY CO. LTD., WINNIPEG, MAN.

Branches: Regina and Calgary. Sub-Branch: Edmonton

AVERY

Tractors, Trucks, Motor Cultivators, Threshers, Plows, etc.

French Market for Machinery

The principal drawback to the French importation of farm machinery is the abnormally high exchange rate, which adds enormously to the prices of all implements. Because of the need of implements, tariff provisions have been enacted so that duty should not apply to machinery or spare parts. But tractors, engines and hay presses not being classified in France as agricultural machines, can only be imported under the increased tariff. Uuder the new tariff the duty on binder twine makes it difficult to import foreign twine notwithstanding its superior quality, in competition with the French manufactured product.

The French Government is legislating with a view of encouraging and assisting the French manufacturers of tractors. On December 26, 1919, the decree which accorded a subsidy of 50 per cent on the purchase price of tractor-plowing outfits was abrogated, and a new system of premiums was introduced. The new regulation grants a subsidy of 25 per cent for tractors of French manufacture and only 10 per cent for tractors of foreign make.

It is estimated that the French manufacturers will produce 10,000 tractors for the season of 1921; they are now turning out from 25 to 30 tractors a day.

Windmills as Current Producers

A windmill has been developed in the United States that is claimed to solve the problem of electric current production from wind. The mill is so designed as to allow for variations in the wind —either low or high speed of the mill—and automatically cuts in and out, conserving the use of the storage battery and the energy accumulated. The general use of such a mill would mean that current may be available, at low cost, for all purposes in the farm home and buildings.

Spend less time looking at the birds and you'll get farther ahead.

Well-Known Speaker at Convention

Curtis M. Johnson, the well-known implement dealer-orator from the United States gave several addresses at the annual convention of the Western Retail Lumbermen's Association, held in Winnipeg, January 26-28. Mr. Johnson had as one of his subjects, "The Cost of Doing Business." Dr. Stanley Krebs, Philadelphia, business lecturer was another of the principal speakers at the convention.

The Matter of Terms

At their recent convention, the Indiana Implement Dealers Association passed the following resolution on terms:

"The present method of selling puts the implement and tractor business practically on a cash basis. The banks do not look with favor on long-time paper under the present financial conditions. This should make the dealer cautious in his purchases and extremely careful in regard to the class of paper he accepts. The dealer should require notes from his customers that would be considered good by the banker without the dealer's endorsement. We also recommend that the form of endorsement for lease notes protecting both purchaser and seller and adopted by our association, be used by all dealers."

A New Mower Attachment

The Cutmore power mower, designed and built for the Fordson tractor, is being manufactured and sold by the T. W. Meiklejohn Co., Fond du Lac, Wis. It is attached directly to the tractor and derives its power from the rear end of the worm shaft. A special advantage to this drive is that the pitman travels in direct ratio to the rear drive wheels; in other words, the motion of the sickle is the same as that for a conventional mower.

Hart-Parr will Hold Conventions

During March the Hart-Parr Company, Charles City, Iowa, will hold a series of conventions in the Canadian West. These meetings will take place at Calgary, Edmonton and Saskatoon. D. E. Darrah, manager of sales promotion, will be at the meetings, and Hart-Parr dealers should find the conventions invaluable in securing sales ideas for the development of local tractor trade.

A penny for your thought; a dollar for your order.

Better Because of the War!

For years our plant was under Government control. Every effort of our employees was centred on shell making.

Into every man in our employ was drilled the necessity of hair's breadth accuracy.

LONDON ENGINE

The same attention to accuracy that was developed in war time is carried out by the experts retained in our employ.

The London Engine is as perfect as the shells that helped win the war.

A MIGHTY HELPING HAND

"Sweat the machine and not the man" said Lord Leverhulme when asked his method of getting greater production.

Let a "London" Engine do the hard work. You'll find in it

"Your RIGHT arm of Power"

You know that vertical type engines are used in all autos because they have proven best. Well, the "LONDON" is that kind of engine. No tank, no packed joints, no freezing—a compact, simple, willing worker, and a giant for power. Fully guaranteed and moderately priced.

Write for Folder.

LONDON GAS POWER CO., Limited
32 York Street, London Canada 3

Tractor Agency for Manitoba, Alberta and British Columbia Open

THE General Ordnance Company of Cedar Rapids, Iowa, Derby, Conn., New York, etc., are open to appoint distributors for "G-O" Farm Tractors for the Provinces of Manitoba, Alberta and British Columbia and applications are invited from business firms or individuals who are financially able to handle a whole province on a distributing basis. Correspondence is also invited from dealers desiring a local territory. Address reply to:

The General Ordnance Co.

CEDAR RAPIDS, IOWA, U.S.A.

WINNIPEG FACTORY of the TWIN CITY SEPARATOR COMPANY

Home of the FAMOUS BULL DOG MILLS

The Largest FANNING MILL FACTORY in the BRITISH EMPIRE

"Our Product is the Reason"

BULL DOG Fanning Mills

The Largest Exclusive Line of Grain Cleaning Machines Made. : Eleven Sizes of Mills--24 to 64-inch Sieves. : Capacities 25 to 1,000 Bushels per Hour.

Is the mill you sell 100% efficient? Don't waste time trying to sell unproven grain cleaners. Handle the BULL DOG. You get the trade. This year the farmer will need every bushel he can grow. The Bull Dog assures him clean, sturdy, graded seed, bigger yields and better prices. Next fall, cleaning with the Bull Dog, he gets the highest grade and conserves all dockage to turn into feed. This is a year when the Bull Dog is a real essential to the farmer.

Note double auger conveyor; one for screenings—one for seed grain

64-inch Bull Dog with Screenings Sacker and Wagon Box Elevator

DEALERS:

"BULL DOG" EFFICIENCY Has NEVER Been EQUALLED.

Concentrate Sales Effort on This Line.

ORDER YOUR SPRING STOCK NOW!

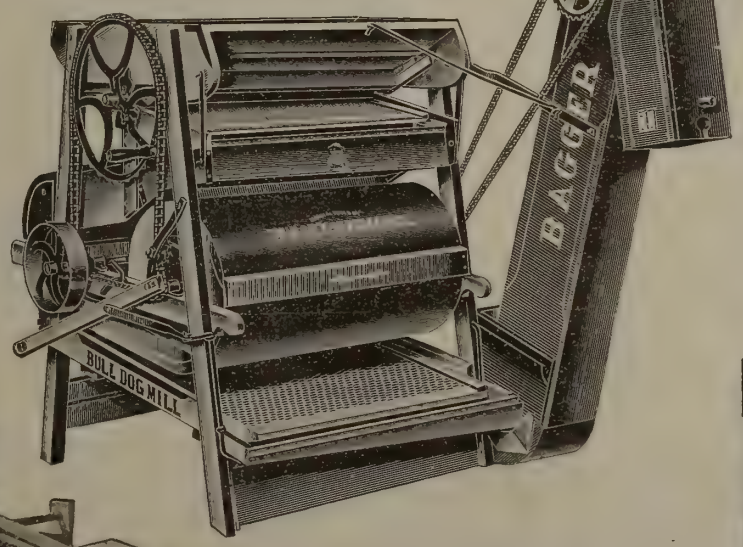
The New Improved 40-Inch BULLDOG with Power Attachment and Wagon Box Elevator

Get the Agency

1921 BULL DOG MILLS

Equipped with force feed rolls, also patent weed screen sieve, delivering all fine seeds to side of mill. Show your customers what they will do on the dirtiest mixture you can get.

Ask for Prices and Liberal Agency Offer.



Bull Dog Wild Oat Separators And Barley Cleaners

3, 6 and 12-Roll

Specially designed machines for taking Wild Oats out of Tame Oats, Wheat and Barley—and they DO IT.

EVERY FARMER NEEDS ONE

THE BULL DOG SMUT CLEANER

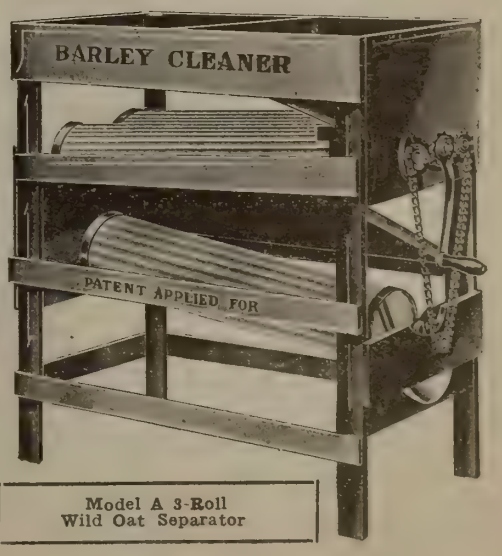
Clean Seed is a vital necessity this year. Our smut machine has extra long carrier for wagon box delivery.

False perforated bottom in carrier.

No liquid wasted. Galvanized, rust-proof tank. Two sizes, 18 and 24.

Note the Weed Screen in front. Grain passes over before delivering to shoe, eliminating all small seeds.

Get the Bull Dog Agency. Take out a sieve from the upper Shoe. Turn it over. Not the construction. Impossible to sag. This tells the tale. The most profitable machine made.



Model A 3-Roll Wild Oat Separator

MANUFACTURED BY THE

TWIN CITY SEPARATOR COMPANY, LIMITED

WINNIPEG : : MANITOBA

How Farm Implement Dealers May Build Up a Successful Business in Power Farming Equipment

J. P. Gregg, Canadian Sales Manager of the Hart-Parr Company

The day of the "silk shirt" has passed away. The day of the essential in business has arrived. Dealers or merchants who have been handling non-essential goods, during the past few years, to-day face a crisis in their business. The readjustment period through which we are passing has shown the buying public, as never before, that only essentials are necessary to their life and success. Therefore, the first thing any person wishing to enter the merchandising business should decide is to handle something which is fundamentally necessary. Their entire future success or failure rests on that decision.

An Essential Commodity

In choosing the merchandising of some product, what line could be more fundamentally right, or more universally in demand, than tractors, and power farming implements, which have for their purpose the increasing of food products and the lowering of their production cost? Just so long as men eat, crops will be sown, cultivated, harvested and marketed. Each year that rolls by will find a certain percentage of agricultural machinery discarded—worn out—which must be replaced. Each year will see an ever increasing army of converts to the great idea of power farming, who will need new machinery to put their ideas into operation. Someone must answer this need. Someone will sell them this machinery for food production. Every bit of territory where food can be produced is a potential market, and just as agriculture is a universal industry, so the marketing of agricultural goods is an inevitable business.

Lowering Production Cost

There is only one way that the farmer can make money to-day and that is by the introduction of modern methods of farming which will increase production and at the same time lower the cost of production. If the present period of readjustment has accomplished nothing else, it has sounded the death knell of old stereotyped farm methods. The farmer who has been using old methods during the past year is the farmer who has lost heavily. To-day, to succeed, the ground must be properly prepared, and the crop seeded on time, harvested on time and marketed on time. Quick and efficient work can only be done through the use of tractors and tractor drawn implements. The manufacturer who has tried to compete in the open market with old time methods and old time machinery was the first to go under. He could not meet the competition of new methods and new ideas, which make cheaper production possible. The same principle applies to the farmer. He must meet world wide competition with modern implements and modern methods. Price fixing for his crops will play no part in the ultimate solution of his problem. The application of power farming to his problems is one which he must inevitably choose if he is to succeed.

A dealer who handles tractors and tractor drawn implements holds a unique place in the industry. It is his duty and his privilege to disseminate power farming knowledge. Great work is being done by our agricultural schools and colleges. Yet the serious minded power farming dealer, in order to be successful, must create his own market and show to the farmer by actual figures and by actual demonstration the saving he can make by investing in modern power farming implements. The serious minded power farming dealer, then, is not only a merchandiser, **he is an educator,** whose privilege it is to instruct those to whom he would sell. He is a leader of men, not a follower. He creates conditions which will make sales and increase his profits. Such leadership by a dealer needs courage, initiative, and farsightedness; but the ultimate returns will be commensurable to the efforts he puts forth.

Dealer Must be a Specialist

Again, the serious minded power farming dealer, if he is to lead and instruct the farmer buyer, must be **a power farming specialist.** The day of the implement dealer who handled everything under the shining sun is past. The successful dealer is no longer a vendor of goods. **He is a specialist** who knows well the few things that he does handle. This is an age of specialists. Look at those around you who have succeeded and they are the ones who concentrated upon a few things and did those things well. The world to-day is looking for the man who knows one thing well. To be successful, then, a dealer must know all there is to be known about power farming. He must have the ability to disseminate that knowledge so that when farmers in his territory are all awakened to the need of power farming methods, they will come to that dealer because he is recognized as the source of such knowledge in that community. There is no greater asset to any dealer than the fact that he is a specialist and knows his business well.

The Choice of a Line

Having decided to be a serious minded dealer, the first thing necessary is to choose a line of power farming implements in which he has confidence and on which he is willing to stake his reputation. When a man enters the power farming business he stakes his reputation that the implement which he handles will give value received to the purchaser. To be successful, the power farming dealer should secure only tractors and implements which have built up a reputation through long years of quality, performance, simplicity, economy and long life. He should investigate carefully the company that put out these products and absolutely refuse to market their product unless the company back of it is one of stability and character. No dealer can afford to sacrifice his reputation simply on the picture drawn by some smooth-tongued salesman. In choosing the tractor which he handles, the wise dealer will choose the one which will give the **most power, for the longest time, at the least cost.** In choosing the implements which he expects to sell, he will choose those implements which will give the **most service for the longest time at the least cost.** These things are fundamental.

Analyzing the Territory

Having decided upon the line which he will handle, the serious minded dealer, to be a success, must then analyze his territory until he knows absolutely the peculiar conditions of every part of it. He must then take the sales plans which are put out by the company whose product he handles, and adapt those plans to the needs of his territory. No dealer can succeed without system. He should use all the sales helps which he can secure . He should install an office system which will be accurate, simple and efficient and then should work the system. No system is of any value unless it is worked to the limit. Know your territory, know your sales system and work it. The wise dealer will see to it that he handles tractors and implements put out by companies that have a sales system for him, which has proved its worth through years of successful field success.

The Matter of Financing

The serious minded dealer must realize that he can only suceeed if he runs his business in a business-like way. In the modern implement business the banker plays an important part. Credit is necessary for the dealer to handle the large stocks which he must carry and the basis of credit is confidence. The wise dealer, therefore, must see to it that the utmost confidence exists between himself and his banker. It will be his duty to educate the banker to the possibilities of the implement business, to show him that his business is essential, to keep him informed monthly of the status of that business and above all, to show that banker where definite returns come to him and his bank as a result of the implement business. No dealer has any right to expect confidence from a banker unless he first is frank and open in all his dealings with that banker. The basis of that frankness, that confidence on which all credit must be built, is a monthly business report to the banker who is backing him. The tractor or implement company with years of successful field experience will see to it that their dealer has such a report form and uses it as part of his sales system. Too much emphasis cannot be laid upon this point.

Persistence plus Perspiration

Having secured his line of implements, having installed his sales system, and having established his line of credit, the serious minded dealer must then get down to actual sales work which produces results. In the merchandising of tractors and other implements, there is just one fundamental way to secure business and that is by continuous effort. Continuous sales effort produces results. That continuous sales effort must have as its foundation suitable advertising and publicity which will pave the way for sales. Advertising is one of the foundations of a successful implement business. In a given territory, out of 102 dealers reported as undesirable in 1920, 99 of them had carried no advertising. The reason for failure is self-evident. There is a law of averages which holds true in all lines of business, namely; that results are in proportion to the effort put forth. The serious minded dealer realizes this and in season and out of season and by steady, persistent business effort, steady advertising, steady canvassing, steady education of his prospects, he paves the way for a large percentage of the possible sales in his territory. Dull times may come, but the persistent dealer who gets out and works continuously will get his share of business and succeed where the dealer who does not persist fails and passes out of business. There is no easy road to success in the power farming business. Success comes only over the rough road of hard, persistent work, and there is no other way.

Educational Service

The serious minded dealer of farm implements to-day is basing his success upon a service to his farmer owners, which is educational. The old method of marketing goods without rendering service to the owner is past. The successful dealer to-day is basing his success upon the satisfaction of his owners. That satisfaction can only come when the owner has been educated so that he understands his tractor or other implement so that he can give service at all times, so that he can install all repairs, so that he can get value received from his investment without the aid of an expert service man or advisor. **This is true service—the service which is educational.**

If this fundamental in service be true, as we believe it is, then every dealer who handles tractors and farm implements must carry a line of repairs. Service without repairs is impossible. Of the above 102 undesirable dealers, 94 of them refused to carry repairs. The inevitable outcome was that their customers were dissatisfied, the machines were laid up for long periods awaiting repairs and this resulted in big losses to their owners. This lack of service reacted in adverse criticisms of the implements and killed future sales. Repairs are absolutely essential to the success of an implement dealer.

After all, the success of any merchandising business rests on the people it serves. Satisfied customers are an implement dealer's greatest asset and the wise dealer builds on that satisfaction until every owner becomes a potential salesman for him, radiating satisfaction and selling his goods because of that satisfaction. Nothing succeeds like success, and the wise implement dealer to-day capitalizes the successful operation of the tractors and other machines which he markets.

How can an implement dealer build up a successful business this year? There is only one way and that is by building upon fundamentals. Agriculture is fundamental. Power farming implements are essential. "Knowledge of Power." When the serious minded dealer has that knowledge of his territory and of his business which is necessary for its successful operation, then and only then will results come his way. It matters not whether he is located in north or south, east or west, certain fundamentals govern that business. It doesn't matter whether cotton is selling below cost of production, whether oats are 30 cents or wheat is $1.50. If he has founded his business upon these fundamentals and builded wisely, success will come to him ultimately. This year —1921—holds tremendous opportunities for the man of vision, of nerve and of judgment. Nothing can stop him.

Bissell PACKER AND MULCHER

AN improved implement with two rows of revolving wheels. Back row of wheels is held to the ground by stiff tension springs. Each wheel is concaved to a sharp apex and will mulch, pulverize and pack any soil. Fitted with roller bearings. Seat is attached on the hammock principle for easy riding. Long poles are furnished for use with horses or short poles for use behind tractors. Manufactured in a variety of sizes, eight feet and wider. Their use will increase the yield from the land. For free booklet, write Dept. L

T. E. BISSELL CO., Limited, ELORA, Ont.

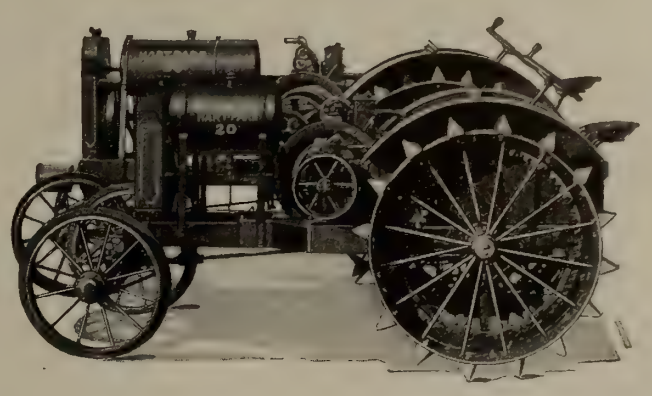
Factories at Elora and Ingersoll, Ont.

Bissell Implements sold by John Deere Plow Co. Agents and Dealers

Sask. Dairy Production

Dairy Commissioner Reid announces that dairy production in Saskatchewan during 1920 totalled $21,900,120. This total includes butter, $12,676,670; cheese, $11,360; ice cream, $799,090; milk and cream, $8,413,000.

A Pair of Tractors to Meet Any Competition



The new two-plow Hart-Parr 20 is built along the same lines as the famous Hart-Parr 30—built by the Founders of the Tractor Industry. With this pair you can go out and meet any competition because you have a two-plow tractor for the small farmer and a three-plow tractor for the large farmer.

Grab the Hart-Parr contract—if you can get it

Our dealer contract is based on the idea that your interests as well as ours must be protected. It is a two sided contract. Discounts are large enough to satisfy any reasonable dealer—much better than anything we have been able to offer heretofore. We allot enough territory to our dealers so they can sell a large volume of tractors and make large profits.

The Hart-Parr dealer receives a rebate of 50 per cent on his local advertising, besides he has a guaranteed price and our genuine co-operation, so that he can sell tractors every month in the year.

Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.

Hart-Parr Dealers are Prosperous

Some choice territory still open. Drop us a line today stating what territory you wish to handle.

HART-PARR COMPANY

Founders of the Tractor Industry

252 Lawler St. :: Charles City, Iowa

THREE 30 PLOW

POWERFUL STURDY KEROSENE TRACTORS

HART-PARR

FOUNDERS OF TRACTOR INDUSTRY

TWO 20 PLOW

Selling Expense in the U.S. Implement Industry

Figures compiled by the U.S. Federal Trade Commission show that nearly 75 per cent of the net sales in the implement trade are made by companies whose selling expenses vary from 8 to 12 per cent.

A review on the subject in "Farm Machinery" shows that the above commission has compiled interesting data for the years from 1913 to 1918, showing the aggregate advertising outlays of twenty-two of the leading U.S. producers of farm operating equipment—firms that make 85 per cent of the sales in the trade. The statistics of the Trade Commission show that in 1913 the twenty-two firms spent for advertising just short of $3,000,000. From 1914 to 1917, inclusive, the combined expenditures in no year fell below $2,000,000, but never came within a quarter of a million dollars of the appropriation in 1913. In 1918, however, there was a sharp bound upward and the grand total of advertising expenditures by the trade leaders was $3,253,165.

During this entire period the advertising expenditure in no year amounted to as much as 10 per cent of the total selling expense, although in 1913, and again in 1918, it was only a fraction of a per cent short of ten. At low ebb, in 1915, it was below 8 per cent. In the splitting up of the selling budget, year by year, salaries took around 45 per cent, sometimes a little more; salesmen's expenses were close to 26 per cent all the while; and miscellaneous expenses fluctuated from 10 to 20 per cent. Thus the advertising item was the most modest of the four classified outlays. The greatest proportion of the advertising outlay went for space in farm papers as a means of reaching ultimate consumers.

The average retail implement dealer in the United States was found to have an advertising outlay of between .25 and .50 per cent of sales for both implement and hardware and implement dealers. In some cases the dealer's advertising ran as high as 2.75 per cent.

Some men grow, others just swell.

What the Feed Grinder Means

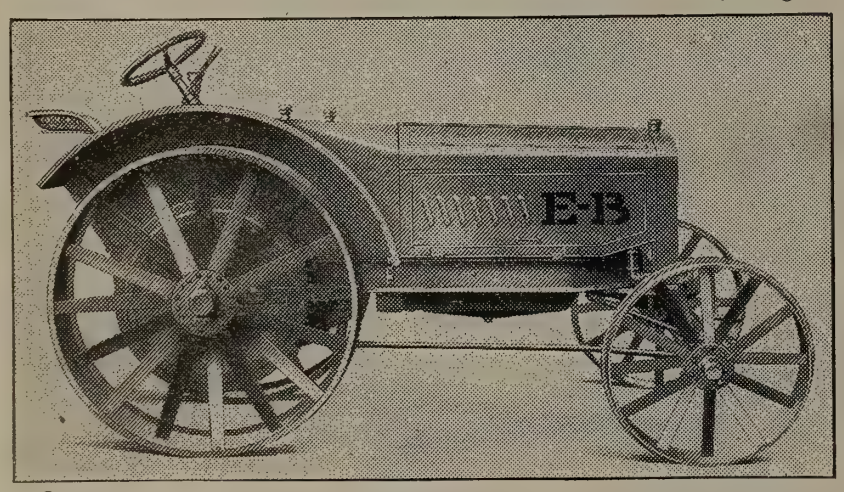
Reports from practical farmers show that grinding feed on the farm is one of the most economical applications of the engine to farm work. "I have often paid as high as twenty-five cents a bushel to have feed ground," says one farmer, "and that wasn't all. Think of the time lost in going and coming when one is dependent upon the feed mill!" The engine and grinder he has, turns out 25 bushels of feed in an hour, at a small cost.

The engine-driven feed grinder has been introduced into farming operations at a very opportune time, not only because of the saving of time and money it represents, but because in modern farming the use of feed is growing much more extensive than it was formerly. Dairymen have found feeding all the year round a balanced ration of proteins and fats, in addition to pasturage, brings in big added profits because of the increased percentage of butterfat in milk which results.

In selling feed grinders, the dealer has a line that goes well with engine business. Grinders cannot be sold successfully from a catalog. Local advertising and demonstration are necessary. The dealer should belt up his display engine to a grinder and show its efficiency in doing the work. He should secure manufacturers' literature and send it out to his customers who are prospects for this line. Feed grinders will be found a line that affords most satisfactory business in many territories.

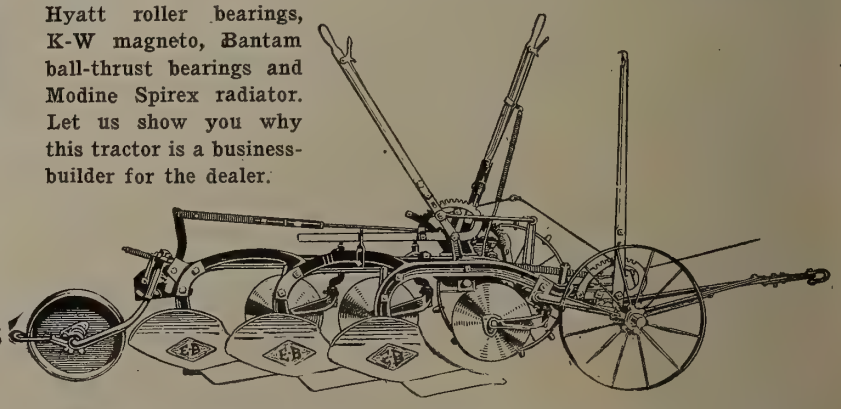
Chase Tractors Appoint Distributors

R. McKay, manager of the Chase Tractors Corporation, Winnipeg, announces that he has appointed Messrs. Boyd and Ruggles, Regina, as distributors for Chase and Beeman tractors for the southern half of Saskatchewan. The Tractor Co., Saskatoon, have been appointed Chase and Beeman distributors for the northern half of the province. A good stock of tractors and repairs will be carried at both points so that dealers throughout Saskatchewan may be assured prompt service.



The E-B 12-20 Tractor is Steady in Sales and Steady in Performance

An outfit for plowing and threshing that is a nation-wide favorite, the E-B 12-20 Model AA is in big demand. It combines lightness with great pulling power; steady, smooth operation with economical consumption of fuel. It has the strong, compact construction and mechanical efficiency that farmers demand. All working parts are enclosed. Equipped with Hyatt roller bearings, K-W magneto, Bantam ball-thrust bearings and Modine Spirex radiator. Let us show you why this tractor is a business-builder for the dealer.



Handle E-B A-5 Drills and You get the Trade

Supplied in 12, 16, 20 and 22 sizes—single disc, double disc and shoe types. They assure uniform seeding; cannot clog because of position of drive. Embody such features as internal type gears, self-aligning axle boxes and high and low gear driving mechanism. The frame is adjustable so that the continuous axle is always aligned. They sow the seed in the bottom of furrow, cover well and give an even stand.

For Agency information address nearest Branch

For Spring Trade—E-B Tractor Plows

2, 3 or 4-Bottoms

Because of their adaptability these plows are in big demand. Quick adjustment for depth; simple and strong self-lift device. Heavier beams than any other make of plow. Wheels are equipped with magazine type, dust-proof boxes. Rear wheel and bottom easily detached, quickly turning a 2 to a 3-bottom or a 3 to a 4-bottom plow. Equipped with E-B quick, detachable shares.

Pay us a Visit during Winnipeg Bonspiel, Feb. 8-19

Look over the complete line. We'll be glad to have you make our office your headquarters and to show you our full assortment of implements.

ANDERSON-ROE COMPANY, Limited

162 PRINCESS ST., WINNIPEG, MAN.

REGINA SASKATOON CALGARY

The Importance of the Fanning Mill to the Farmer

For cleaning and grading seed grain ,the modern fanning mill is a feature in equipment that every farmer should possess. Not only for seed grain, but to eliminate dockage in selling his crop, the farmer will find the fanning mill invaluable. Farm papers thoroughly endorse the use of these machines. As an example, a recent issue of the "Nor'-West Farmer" says, editorally:

"We have a report showing dockage in grain received at Fort William and Port Arthur for the crop year of 1919-1920. The average per car in bushels was as follows: Wheat, 26.9; oats, 28; barley, 23.4; flax, 118.3; rye, 54.3. The average price of this dockage for the same period was $20.08 per bushel. No comment is necessary. But an interesting point about the fanning mills that no wants to buy at present is that they are made in all sizes from 24 inches in width with a capacity of a few bushels per hour up to cleaners that will handle several hundred bushels per hour.

"Modern grain cleaners will clean seed, and that it costs something not to clean commercial grain is amply shown by the dockage figures quoted. The place to clean grain is on the farm, not at the head of the lakes, and the place for the dockage—the screenings—is the same. There are enough screenings in every car of wheat shipped last year to make 200 pounds of pork, and at the average price of hogs for the period referred to, that would amount to between $35 and $40. In other words, the 59,844 cars of wheat carried enough stuff that should have been kept on the farms to make nearly twelve million pounds of live hogs. Of course, the freight on the dockage is an item too."

Then, to revert to another side of the question:

The "Farmers' Advocate" in a recent issue, claims that the fanning mill has infinite possibilities as a means of disease control. "What are the light seeds due to?" queries the magazine. "Invariably they are improperly filled grains due to immaturity, or they were prevented from filling out properly through presence of disease or other adverse features (frost, drought, etc.). Quite a number of diseases, as wheat scab, glume spot, certain bacterial troubles, as well as flax wilt, and many diseases affecting vegetables, produce light seed. Generally it is the imperfectly developed seed that bears the germ of disease, and it is these which the use of the fanning mill will remove, incidentally increasing the bushel weight and making way for a first prize at the seed fair.

"Then there are smut diseases—either the smut balls proper or the smutted portions of ears so common in seed barley and oats. All of these may be removed by the fanning mill, and, if followed by seed treatment with formaldehyde, chances of success in controlling smut are increased, besides saving the trouble of "skimming off" smut balls when treating.

"The use of heavy seeds is one of the principal factors in producing uniform stands of grain, owing to more uniform germination and rapid growth, and these are the factors of importance towards protecting crops from rust.

"No mention has yet been made of the removal of many seeds of noxious weeds by this means, and in separating the grains of ergot the fanning mill, with its rocking and manifold sieves performs most valuable service. Farmers are well advised to look upon their fanning mill as a most valuable implement for these and many other reasons."

These reasons give, in brief, the strongest kind of sales arguments that the implement dealer can have in increasing his volume in fanning mill business. Think them over. Display your mills and talk up their value from the standpoint of horse-sense and agricultural economics.

Don't be a hog. When you take a man's money, give him a smile and a word o' cheer in return.

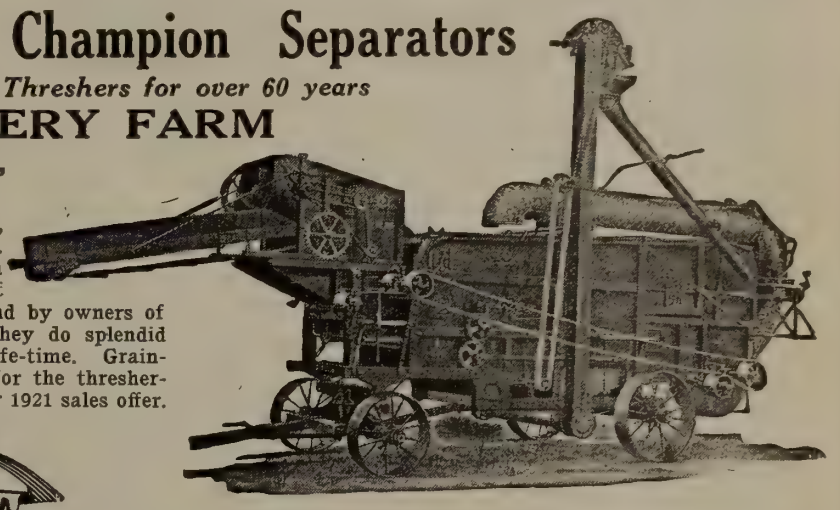
"WATERLOO" Champion Separators

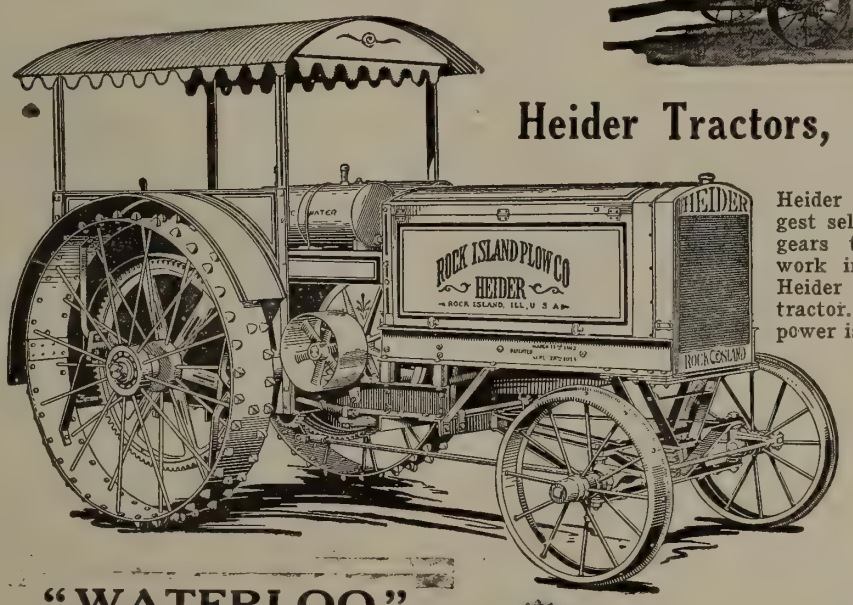
Canada's Foremost Threshers for over 60 years

A SIZE FOR EVERY FARM

20 x 36, 24 x 36, 24 x 32, 28 x 42, 33 x 52, 36 x 56, 40 x 62

Equipped complete with Wind Stacker, Feeder, Wagon Loader and Register. With our range of sizes you have a separator to sell to suit any amount of crop. Smaller sizes are in great demand by owners of light and medium weight tractors. They do splendid work, are easily driven and last a life-time. Grain-savers for the farmer—money-makers for the thresherman. Let us send you literature and our 1921 sales offer.





Heider Tractors, 12-20 and 9-16 H.P.

NO GEARS TO STRIP

Heider dealers have behind them the two biggest selling points in the tractor business: No gears to strip—over 13 years satisfactory work in the field. Records show that the Heider calls for less service than any other tractor. In our seven-speed friction drive the power is taken direct from the motor fly-wheel by two big discs—forward and reverse. No transmission gears—no gear troubles. Resistless pull without jerking or vibration. Complete control with one lever for both traction or belt work. We can prove to you that the Heider is a real business-builder for dealers.

"WATERLOO" STEAM ENGINES

In 16, 18, 22 and 25 H.P. Perfect design. High pressure boilers. Great steam capacity. Economical to operate. Smooth-running flexible power for both plowing or threshing. Ask for special catalog.

"ROCK ISLAND" TRACTOR TOOLS

Nos. 9 and 12 Tractor Plows work perfectly with any tractor. Have famous CTX moldboard. Furrow wheel lift. 2, 3 or 4 bottoms.

No. 38 Tractor Disc is a fast selling line. Gangs work independently. All levers operative from tractor. 8 and 10-ft. sizes.

We handle: Kerosene Tractors, Tractor Plows, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers' Supplies, etc.

Dealers:—The "Waterloo"—"Rock Island" Agency Gives Real Profits

WRITE US FOR COMPLETE DETAILS

The Waterloo Manufacturing Co. Limited

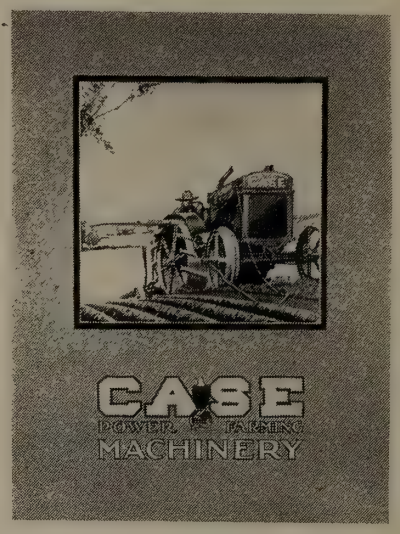
REGINA PORTAGE LA PRAIRIE SASKATOON

Alberta Distributors: United Engines & Threshers Ltd., Calgary and Edmonton

Case General Machinery Catalog for 1921

The 1921 catalog of the J. I. Case Threshing Machine Co., Racine, Wis., is now off the press, and in artistic display and typographical excellence it is, we believe, one of the finest publications of the kind ever issued by this well known company. Beautiful colorwork is evident throughout this 116-page book; the halftone engravings of the various machines, set upon a tinted background, bringing out every detail in construction clearly and effectively. A double page view in the centre of the catalog shows a composite photograph of the five plants of the J. I. Case T. M. Co. Frontal views of the thirty-two branch houses of the company are also shown.

Complete specifications of the full line of Case kerosene tractors are given. Construction details are represented by a series of plates illustrating all component parts of the tractors. The descriptive matter is concise and



Front Cover Facsimile of the New Case Catalog

fully explains construction without wearisome verbiage. The facts are given in terse and easily understood phrases. A series of views show scenes in the Case shops, also Case tractors at all kinds of farm work. Case tractors in 10-18, 15-27 and 22-40 h.p. are displayed and Case steam engine construction and boiler design are an interesting section. Case lightweight steel threshers will prove an interesting part of this catalog for the dealer, the design and construction being fully covered. The threshers are shown in 20x28, 22x36, 26x40, 28x50, 32x54, 36x58 and 40x62 sizes. Grand Detour moldboard and-disc tractor plows, and Grand Detour disc harrows complete a most interesting section. Silo fillers, road rollers, road graders and rock crushers are also dealt with. We feel sure that dealers will find the new Case catalog a valuable addition to their files. Copies may be obtained from the nearest branch houses of the company.

Studebakers Still on Market

The Studebaker Corporation, South Bend, Ind., has completed a deal with the Kentucky Wagon Mfg. Co., Louisville, Ky., whereby the Studebaker Wagon will be manufactured and sold by the latter concern. The arrangement includes all finished wagons in Studebaker stock, all in course of construction, blue prints, patterns, goodwill, etc.

All orders for wagons and parts should now be sent to the offices of the Kentucky Wagon Mfg. Co. The Louisville plant will be enlarged to provide for the manufacture of the new line. With the acquisition of the South Bend line, the Kentucky company now has three of the best known brands of farm wagons, "Old Hickory", "Tennessee" and "Studebaker". The combined output of the three will approximate 60,000 jobs.

The 1921 Avery Catalog

We recently received the 1921 general catalog of the Avery Company, Peoria, Ill., a 100-page publication with very attractive covers in color, showing Avery machines in operation. The full line of Avery motor fanning machinery is displayed in this interesting catalog, which opens with an excellent article on the value of power farming equipment. Avery machines are shown in operation at every conceivable farm job, from brush plowing to hauling livestock to market. These views show the remarkable adaptability of the modern tractor.

Constructional details of the seven sizes of Avery tractors are given, with a special section fully describing and illustrating the construction of Avery motors and transmissions. Every feature in the tractor is clearly outlined, the illustrations and sectional views being clear cut and excellent examples of engraving. Avery motor cultivators and a variety of attachments for same are a

Union Bank Makes Solid Progress

Savings Deposits Again Show Marked Increase

There is no better proof of the confidence of the people in a banking institution than to see the savings deposits in that institution grow from year to year. The 56th Annual Report of the Union Bank of Canada, covering the year ended November 30th, 1920, shows a very satisfactory increase in savings deposits, despite the many demands and calls that have been made upon the people's savings during the past year. Savings deposits now stand at $85,610,464, as compared wtih $84,376,709 in 1919 and $60,144,940 in 1916.

The difficult period of deflation through which the country has been passing has presented many difficult problems to our banking institutions, but it is gratifying to note that the Union Bank is now in a stronger liquid position than it has been at any time in its history. The 1920 balance sheet indicates that the policy of the officials of the bank has been to build up a strong cash position, and in this they have been successful. Liquid and cash assets on November 30th, 1920, totalled $82,203,563, being equal to 54.35 per cent of the total liabilities to the public as compared with the ratio of 47.23 per cent in 1919.

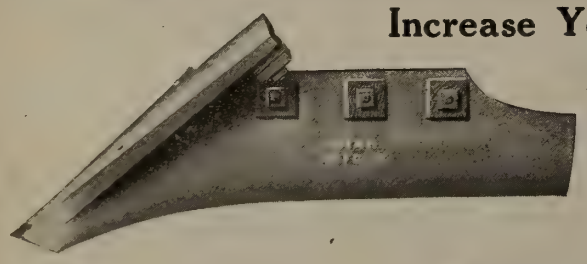
Two new headings appear in the statement this year which were included in 1919 under "Current Loans in Canada." One of these, "Demand Loans in Canada Secured by Grain," amounting to $10,732,-755.47, shows plainly that the Bank has been rendering valuable services in assisting the marketing of the grain crop. The other new heading is, "Loans to Governments and Municipalities," and amounts to $7,648,-176.39. These items when totalled with "Current Loans and Discounts in Canada," show $88,230,716.79 or 1.96 per cent increase over 1918.

The Directorate of the Bank recently welcomed two new members in the persons of Messrs. G. M. Black and D. N. Finnie, both prominent business men who are well known in Western Canada and have a wide knowledge of Western affairs which will be of great assistance to the Bank in its efforts to render the best banking service possible to Western Canada. Mr. W. R. Allan, the new Vice-President of the Bank, is well known as the senior member of the firm of Allan, Killam & McKay, Winnipeg, and a director of many other important organizations.

During the past year the Union Bank has been able to render valuable service to its clients with overseas connections as a result of the extension of facilities made possible by the formation of the Park-Union Foreign Banking Corporation, which is jointly owned and controlled by the National Park Bank of New York and the Union Bank of Canada. The Park-Union is building up a permanent and profitable business in the East and has branches in Yokohama, Tokio, Shanghai, Paris and New York. The efforts of the Union Bank in this connection have been invaluable in assisting Canadians to open up business relations in the Orient.

The Union Bank now has 393 branches which cover the entire Dominion and is thus in a position to give banking service second to none. In addition to its branches in Canada, the Bank operates its own branches in London, England, and New York.

Increase Your Profits this Spring by Handling



"STAR" FITTED PLOWSHARES

Guaranteed Perfect in Quality, Fit and Finish

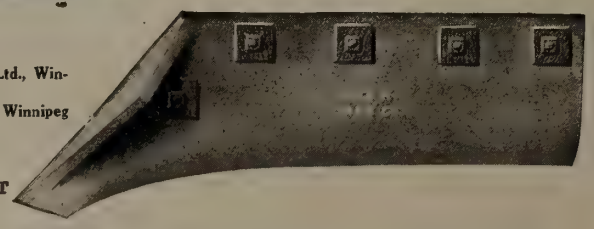
There's a "STAR" for Practically Every Plow in Use

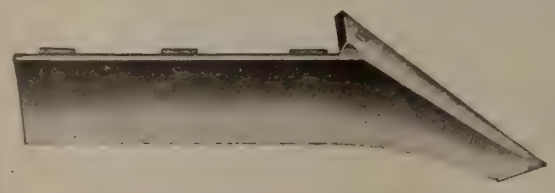
Quick turnover and good profits. A line that makes the dealer money in any territory.

Finished complete with bolts, ready to attach to the plow. A reinforced landside on all shares strengthens the weld. Sell STAR Shares and you create satisfied customers.

FOR PROMPT DELIVERY WRITE OUR JOBBERS:

J. H. Ashdown Hardware Co., Winnipeg, Saskatoon, Calgary
Metals Ltd., Calgary and Edmonton
Wilkinson-Kompass Ltd., Winnipeg
Western Implements Limited, Regina
Western Canada Hardware Co., Lethbridge
F. G. Wright & Co., Winnipeg





ASK FOR THE LATEST LIST

Star Manufacturing Company

CARPENTERSVILLE, ILL., U.S.A.

most interesting section of the catalog. The Avery six-cylinder motor truck is a section that will appeal to the dealer, also Avery plows and the full line of Avery threshers. The Avery factories and branch houses form a fitting finale to a very complete publication which reflects great credit to the advertising department and its head, Mr. H. J. Barbour. The complete line of Avery goods embodies: Avery tractors, tractor attachments, motor cultivators, skid motors, water and fuel tanks, tractor, disc and brush plows, disc harrows, drills, grain threshers and motor trucks. Copies may be had from the nearest branch of the company.

Hyatt at National Tractor Show

In keeping with the educational features that distinguished the Columbus National Tractor Show, the display of the Hyatt Roller Bearing Company effectively demonstrated the use of roller bearings in all kinds of farm operating equipment, including: Tractors, plows, motor cultivators, binders, threshing machines, ensilage cutters, litter carriers, windmills, manure spreaders, corn shellers, sprayers, feed grinders and portable grain elevators.

A number of Hyatt men attended the show, including C. M. Eason, vice-president; H. O. K. Meister, sales manager; F. N. G. Kranich, manager, implement bearings division; O. W. Young, engineering manager; H. M. Carroll, advertising manager, and H. G. Weaver, special representative.

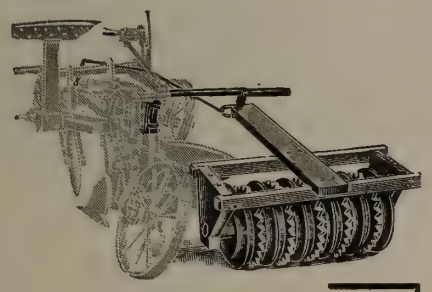
Avery Exhibit at Columbus

The Avery Co., Peoria, Ill., had a full line-up of their product at the National Tractor Show, Columbus, February 7-12. The tractor display included the six-cylinder Model "C", and 8-16, 12-25, 12-20, 14-28, 18-36, 25-50 and 45-65 tractors. A variety of Avery motor cultivators were shown, also Avery separators in all sizes, some cut away to show interior design. Orchard and disc plows, tractor plows and disc harrows, also silo fillers were in evidence. The machines and arrangement reflected credit upon H. J. Barbour, advertising manager. J. B. Bartholomew, president, was present at the show, also a staff of experts.

Saskatchewan Act has New Provisions

The Saskatchewan Farm Implement Act has been altered by the addition of two new provisions. The first provides a penalty of $100 for each offence, where a vendor fails to maintain a sufficient supply of repairs required for machines sold by him and in operation in the province; and the second authorizes the Minister of Agriculture to appoint inspectors, whose duties shall be to inspect the stocks of repairs kept by vendors and who shall have free access during business hours to the vendors' premises.

Farmer Jones Packers NOW!



1921 reduced prices are set. Our stocks are ready for shipment, and selling time is drawing near. So order now and be one of the dealers who are going to make big profits this Spring selling this popular Packer.

If you don't know all about the Farmer Jones Packer now, we will send you detailed information on request. Don't make a mistake and stock up a line that will not sell quickly. Write us to-day.

STAR PLOW SHARES

We have a big assortment of these superior Shares on hand, and can fill all orders promply.

WOOD GOODS

We carry a full line of Wood Goods. Our lines are well and favorably known for their reliable performance in actual use. Write for special price list.

ORDER EARLY

If your order reaches us early we can likely include your shipment in a carload lot, thus saving you many dollars in freight charges.

F. G. WRIGHT & CO.

72-74 HENRY AVE. : : WINNIPEG

Clean Grain and Clean Profits

Follow the sale of the

"NEW DUAL" CLEANER and SEPARATOR

Immense capacity. Does better work in less time. Reduces the heaviest mixtures in ONE RUN at a rate that would require two ordinary mills. Cleans and separates twice as fast as the best fanning mill of the same size ever made.

One Operation Cleans the Dirtiest Mixture

The double gangs and cut-off system are the secret of New Dual efficiency. Get a New Dual on your floor. Prove our claims for yourself. Show the farmers how this mill does finished work, in a few minutes, on any combination of dirty grain. No middlings—no half-and-half mixtures—but PERFECT SEPARATION of Wheat, Barley or Oats. Complete sieve and screen equipment with every mill. To show it is to sell it, and the New Dual gives the dealer a better margin of profit than the average mill. Let us tell you about it.

Sell the "Western" Pulverizer, Packer and Mulcher

It saves all the moisture

It Guarantees Bigger Yields and Earlier Crops

A Size for Every Farm

PLOW PACKER—2 ft. 6 in. two-furrow; 4 ft. three-furrow.

SINGLE SECTION—4, 6, 8, 10 and 12 ft. sizes.

THREE SECTION—11, 15 and 21 ft. sizes.

"Western" Pulverizers have revolutionized agriculture. They are different from any other machine on the market. Pulverize, pack and mulch the soil in one operation, giving a seed-bed that conserves all available moisture. Wherever used, they have given bigger, sturdier yields and earlier harvests. They eliminate loss through dry seasons. Get your spring requirements—NOW.

Lincoln Smut Cleaners

Made in two Sizes. Order Now

Sold on a positive guarantee to prevent smut. Separate smut balls, wild oats, king heads, and all light seed from wheat, also wild oats and all light seed from barley. Grain is thoroughly pickled, dried and elevated to wagon box. Automatic skimmer an exclusive feature. Strong, heavy construction. Large, rustless solution tanks.

The Cushman Line Pays

Get the Cushman Contract for 1921

We are exclusive Selling Agents for: Tractors, Light Tractor Plows, Combination Threshing Outfits, Engines, Land Roller and Sub-surface Packer, 24x46 Tractor Separators, Electric Lighting Plants, "New Superior" Fanning Mills, Lincoln Grinders, Smut and Pickling Machines, Saws, Vacuum Washers, Shinn-Flat Lightning Conductors, Hoiland Wild Oat Separators, Automobile Accessories, etc.

Ask for Particulars, Prices and Agency Offer

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. C.F., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Department, CANADIAN FARM IMPLEMENTS, Winnipeg.

H. L. C., Sask.—So far as we are aware there are no repair stocks for the Hayes corn planters carried in Canada. We advise you to write direct to the manufacturers, the Hayes Pump & Planter Co., at Galva, Ill.

J. P. B., Sask.—No firm in the Dominion is handling the "Little Major" ½ h.p. engine. This engine is made by the Chicago Flexible Shaft Co., Chicago.

W. McL., Sask.—Stickney engines are no longer being sold. The line was sold out some years ago. You can, however, get repairs for the 5 h.p. model from the Ontario Wind Engine & Pump Co., Regina.

H. La R., Sask.—We have no records of a fanning mill known as the "Jumbo". It is possible that you refer to the "Jumbo" vacuum grain cleaner and loader as formerly manufactured by the Winnipeg Steel Granary & Culvert Co. This was their trade name. The cleaner is a large and heavy machine requiring from 10 to 18 h.p. to operate.

J. M. M., Sask.—You can secure piston rings and parts for the Stickney engine by addressing the Ontario Wind Engine & Pump Co., at Regina.

R. & N., Sask.—The only concern manufacturing tobacco planters in Canada are the La Compagnie Bedard, at L'Assumption, Que. Those machines are used to some extent by market gardeners for transplanting cabbage and tobacco plants. The following U.S. firms make this line and can quote you: The Ohio Cultivator Co., Bellevue, O.; S. L. Allen & Co., Philadelphia; B. F. Avery & Sons Co., Louisville, Ky.; Moline Plow Co., Moline, Ill.; J. D. Tower & Sons, Mendota, Ill.

G. A. McC., Sask.—There is no engine for hand car operation known as the "Molliday". We feel confident that you mean the "Woolery", an air-cooled hand car engine, distributed by the Dominion Equipment and Supply Co., McRae Blk., Winnipeg. The General Supply Co., 85 Water St., Winnipeg, also handle an engine of this type—the "Sylvester" hand car engine.

F. M., Man.—So far as we are aware, there is no machine on the market for driving fence posts. The nearest approach to such equipment is an engine-driven post hole auger, made by the Gus Pech Mfg. Co., at Le Mars, Iowa.

C. H., Sask.—"Fresno" wheeled and drag road scrapers are manufactured by the Holt Mfg. Co., Stockton. Write Holt Mfg. Co., Calgary, Alta.

K. E., Man.—Sulky plow with wheel boxing 2E56 and collar 2F298 is a Fuller & Johnson plow. The only repair source is the Eaton Company, Winnipeg.

G. L. T., Sask.—Top bearing spool box No. 766; bottom bearing spool box No. 767 are for a disc harrow made by the B. F. Avery & Sons Plow Co., Louisville, Ky. Send direct to factory for necessary parts.

O. & H., Sask.—The disk harrow with boxings marked 932C and lever ratchets 930L and 930R is one of the Grand Detour make. For parts, address the Grand Detour Plow Division of the J. I. Case T. M. Co., Dixon, Ill.

T. R. S., Sask.—Parts H348 and H349 are for a Rock Island disc harrow. For replacement write the Northern Rock Island Plow Co., Minneapolis, Minn.

J. R., Man.—X667 is the intermediate gear, 44 teeth, on a No. 8 Massey-Harris drill. X673 is change gear, 34 teeth on same drill. X789 is the support and bearing for the square countershaft, Left, grain drive, on same drill. The Massey-Harris Co., Winnipeg, can supply these parts.

B. T., Sask.—The Gade air-cooled engine is manufactured by Gade Bros. Mfg. Co., Iowa Falls, Ia. Do not think that repairs are carried anywhere in the West, so you should write factory.

J. A. K., Man.—You can procure wheels for small trucks, 18-inch diameter, from the John Watson Mfg. Co., Winnipeg.

Emerson -Brantingham Have Not Sold Geiser Plant

On page 11 of our January issue we reported that the Frick-Geiser Company, of Waynesboro, Pa., had purchased the Geiser plant at that point, as owned and operated by the Emerson-Brantingham Implement Company. We are advised by the Emerson-Brantingham organization that this is not the case, and the latter company announce that they will continue to operate the Geiser plant as usual and will supply the various territories in which their branches are located with the full assortment of Geiser machines for the 1921 season.

The Emerson-Brantingham Company, in addition to the Geiser plant, at Waynesboro, have a very large thresher plant at Columbus, Ind., with exceptionally large manufacturing facilities to manufacture threshers for their trade. They will be well equipped this year to supply the dealer demand for threshers in Western Canada through their sales organization in this territory, the Anderson-Roe Company, of Winnipeg, Regina and Calgary.

Suggests Demonstrating Mills

A. T. Anderson, manager of the Standard Fanning Mill Co., Winnipeg, in a recent interview, states that now is the time that the dealer should put his line of fanning mills on display so that they may be kept before the farmers prior to the opening of the season.

The dealer, says Mr. Anderson, should have different dirty mixtures of grain on hand to show the cleaning efficiency of his mills, and should make demonstration one of the most important points in developing a local demand for grain cleaners. Demonstration, added to sales talk on the value of cleaning seed for the crop and cleaning in fall to eliminate dockage, will prove sales-building for the dealer in the coming season.

U. S. Implement Exports

For the eleven months ending November, the exports of implements from the United States were valued at $42,462,337 as compared to $39,185,551 in 1919 and $30,272,748 in 1918. Imports of agricultural implements in November, 1920, were valued at $279,185 as compared to $163,945 in November, 1919. Imports for the eleven months ending November, 1920, of agricultural implements were $5,550,561, compared to $3,077,617 in 1919 and $664,327 for 1918. For the eleven months ending 1920, gas tractors to the number of 20,673 were exported. Of these 1,500 were shipped last November.

American Firm Shows at Lyons Fair

France, too, has the custom of holding fall agricultural shows which the war stopped for a while but which have been resumed in even greater effectiveness now that there is a depleted national treasury and a slowing up on the farm to spur the nation to seek the best ways of increasing producton.

International Exhibit at the Lyons, France, Fair

At Lyons, France, the International Harvester organization was effectively present at the district fall agricultural show and is to be congratulated for the fine appearance of the Line.

Scott Reports on Manufacturing Situation

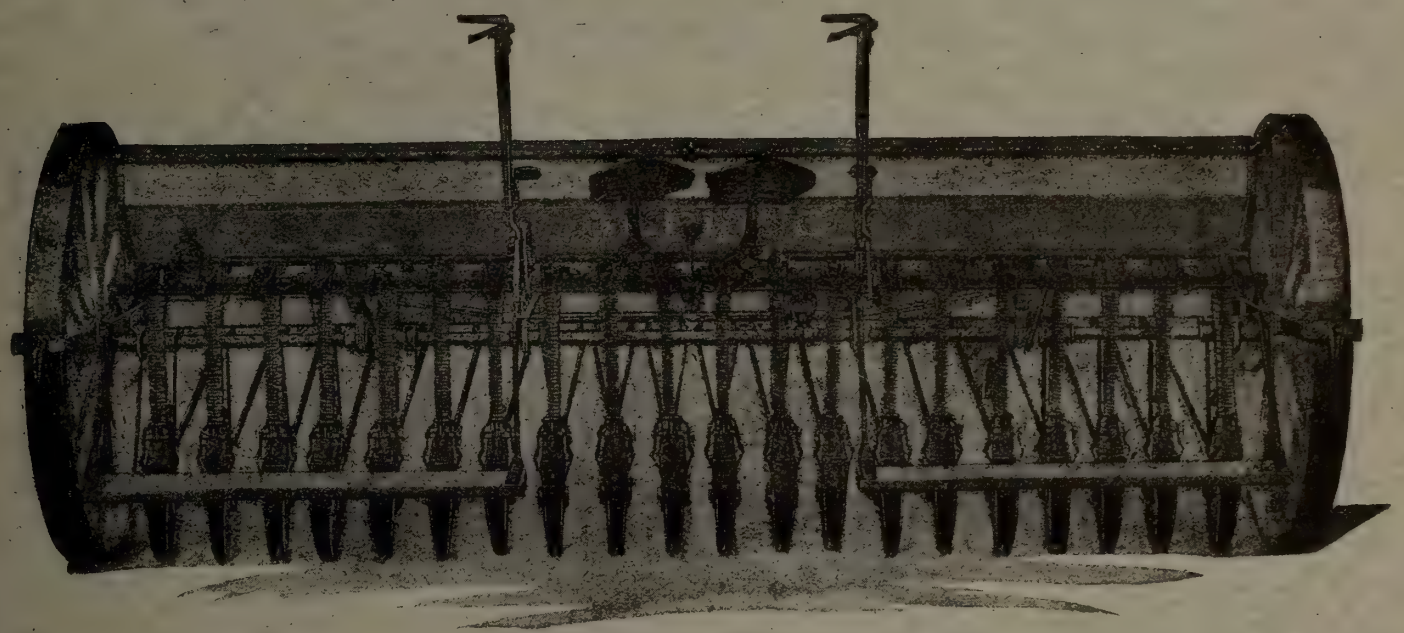
T. R. Scott, manager of the United Engines & Threshers, Limited, Calgary, who are distributors for Goold, Shapley & Muir as well as the Waterloo Mfg. Company in that province, passed through the city on the 23rd, returning from an inspection trip to Brantford as well as a number of other factories in Eastern Canada and the United States.

While in Eastern Canada, Mr Scott arranged with the Dominion Steel Products Company of Brantford, to act as their distributors in Alberta for Dominion Light. The splendid organization maintained by United Engines & Threshers, Limited, will enable them to do a fine business in farm lighting plants.

Conditions as reported by Mr. Scott are improving. He visited a good many manufacturers in the United States as well as in Eastern Canada and found that in Canada they are going ahead just as well as they are on the other side. Practically all concerns are running slow with hope of getting to full time shortly. In every factory visited it is the belief that there will be a shortage in tractors and other lines of farm implements this summer for the reason that distributors and dealers are not placing as big orders as they usually do at this time of the year. Manufacturers, of course, cannot go ahead on their building program until jobbers and dealers place their orders. However, conditions are rapidly readjusting themselves; the labor situation is improving and even the men out of work believe that they will be back on their jobs very shortly. From what Mr. Scott learns it seems that a reduction of from 10% to 15% in the cost of manufacturing farm machinery will be passed on to the consumer and that this is the only reduction that may be looked for inside of the next few years. The reason seems to be very plain. Steel mills are affected the same way as the other manufacturers and the cost of production will not come down very much under present conditions. Another thing, both American and Eastern manufacturers are now receiving heavy orders from foreign countries. This is especially true during the last three or four weeks. These orders are reported to be about double what they have been previously. It is anticipated that the foreign trade will rapidly develop and that the market will get down to a level where people will know how to buy. It is probable that grain prices will not be materially higher than they are at the present time, he believes.

The Best Drill for the Farmer to Use Is The Best Drill for the Dealer to Sell

All other considerations aside, the farm implement dealer or commission agent measures his profits by the degree of satisfaction experienced by his customers, or in plainer language--if the farmer is satisfied your bank account will show it.



McCormick and Deering Double Disk Front Seed Delivery Drills in the hands of Canadian farmers are actually increasing the crop yields of the Dominion—adding hundreds of dollars to the incomes of individual farmers and increasing the business of the many dealers who sell these well-known drills.

Front Seed Delivery Saves Seed and Increases Crop Yield

These statements are not exaggerated. They are based on established and unquestionable proof given us by owners. For instance, Mr. D. F. Davidson, of Calgary, reports that last season he increased his wheat yield 1,500 bushels by the use of Deering double-disk drills equipped with front seed delivery boots. He knows this to be a fact because he was enabled to make comparisons between fields seeded with a Deering and fields seeded with other types of drills. He says the difference was apparent from the start.

Now, if the McCormick and Deering drills are good for the farmer to use, they are good for the dealer to sell. It is not hard to get business on a well-known and well-liked line. You can talk front seed delivery and make sales on that feature alone because every statement you make will be the truth. Front seed delivery boots increase the crop yield and you can prove it. That is the kind of talk the farmer likes to hear and the kind that will move him to action.

If you will handle the McCormick or Deering Drill in your territory, you will profit—we will profit—and the farmers who use the drills will profit. Can you beat that combination ?

See the blockman or write your branch house and arrange to get a sample up without delay

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N, BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST JOHN, N. B.

owers Grain

ARE of Smut! e time to protect gainst it, is just ore the seed is ded, and the treat- nt is both easy and ot expensive. Don't ex- periment with unknown preparations. Get the genuine

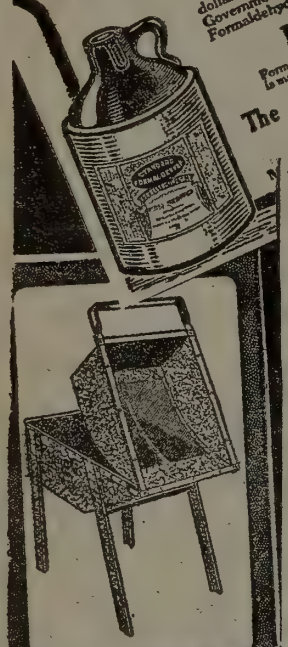
STANDARD FORMALDEHYDE

Your dealer can supply you with 5 and 10-lb. sealed jugs—also in bulk. Smut costs the farmers MILLIONS of dollars every year. That is why the Government recommends the use of Formaldehyde, which positively

Kills Smut

Formaldehyde bearing Standard Label is manufactured, rigged and sealed by

The Standard Chemical Co LIMITED WINNIPEG. Toronto



"EASTLAKE" Grain Pickler

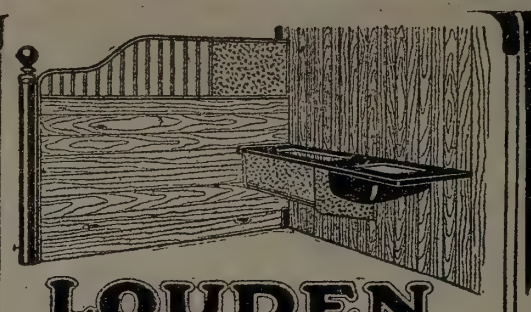
Quick in action—gives TOTAL IMMERSION —simple to operate— cannot get out of order —no waste of fluid.

Fill from bag or scoop, empty by tilting hopper, repeat as fast as you like.

An efficient, quick-acting pickler for busy Western Farmers.

ASK FOR OUR FREE PICKLER CIRCULAR AND PRICES.

The Metallic Roofing Co. Ltd. 797 Notre Dame Ave. Winnipeg



LOUDEN

Horse Stable Fittings

SAVE EXPENSIVE FEED

WHY continue to use that Louden Steel Stall Guards not

The Louden Machinery Co. of Canada, LIMITED

HEAD OFFICE: 645 Crimea Street, Guelph, Ont.

Branches at Winnipeg, Man., St. John, N.B.

Emerson Wild Oat Separator

If what we is true you save hundre of dollars.

If you were absolutely sure that you could get a machine that would separate every last kernel of wild or tame oats from wheat, or wild oats from barley, or wild oats from rye, you would buy it, wouldn't you? Then the Emerson Wild Oat Separator is the machine you want.

You say it is easy for us to make this claim. We say it is just as easy to prove it. We can satisfy you of this or we would not bother with this advertisement. What we ask is an opportunity. The coupon below secures the proof without any obligation on your part. It will cost you no money to fill it out and mail it.

USE THIS

erson M... Co. Ltd. ...an.

Get Your Share of the Business

Business is either good or bad according to the percentage you get of the possible trade in your community. If your competitor lands the bulk of the trade, business is bad, if you get it, business is good.

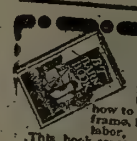
Good business is not luck. It is created by quality, service and advertising—advertising that is done by manufacturers and distributors, backing up your local efforts. This assistance is a big factor in determining the success or failure of lines you handle—it tips the scales in favor of good business.

Dealers handling lines well advertised in the Nor'-West Farmer are assured of sales-producing support. Grain cleaning and treating machinery and barn equipment are good lines to feature right now at a time when full advantage can be taken of the advertising appearing. Your customers will be favorably considering, among others, the lines shown on this page.

Winnipeg The Nor'-West Farmer Canada

The Pioneer Farm Journal of Western Canada

1. With BT Steel Stalls you will have a barn that will save disease and keep your stock healthy. Disease germs and lice cannot live on the hard surface of the steel. There are no cracks, and nothing to absorb the liquid manure. BT Steel Stalls make your stable sanitary.



Send this coupon for the 352-page Barn Book. Tells how to plan and built the barn, how to ventilate, how to frame, how to save steps, labor, time and feed. This book saves you hundreds of dollars in building.

BEATTY BROS. LIMITED

Dept. Y631 Winnipeg, Man.

I intend to build about.....

I intend to remodel about.....

I keep..... Cows

My name is.....

My Post Office is.....

R. R. No. ..... Province.....

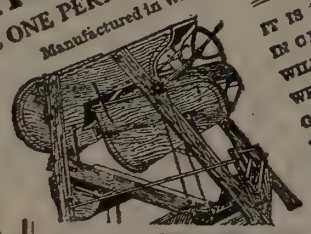
Nearest Railway Station.....

If you live in Maritime Provinces, please give Lot and Concession. If you live in Western Provinces, please give Section, Township and Range.....

The New Wonder

THE ONE PERFECT WILD OATS SEPARATOR

Manufactured in Winnipeg and Minneapolis



IT IS SO EFFICIENT IN CLEANING THE WILD OATS OUT OF WHEAT AND OTHE GRAIN THAT IT WI EVEN CLEAN T WILD OATS OU THE GOOD

WRITE FOR ILLUSTRATED CIRCUL.

The New Wonder Manufacti

Canadian Factory: 416 CORYDON AVE., WINNIPEG

American Factory: MINNEAPOLIS, MINN.

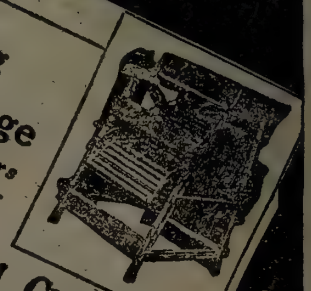
Every system of ventilation depends for its efficiency on the thoroughness with wh ul air is removed and fresh air brought into its place. The motive power on which otl stems depend for a continuous upward current in the foul air flues, is a difference in te

The Townsley Manufacturing Co. LIMITED

BRANDON : : : : MANITOBA

Big Saving in Dockage

...ousands of dollars ...the Farmers of Can- ...record of the



DUAL GRAIN CLEANER

Positively Cleans the Grain, reduc- ...ough at the rate of 60 to 100 ...in as clean from all im- ...nit at the wonderful ...te that distinc- ...to you ... ...ble.

...ERIOR" GRAIN GRADER AND SEPARATOR

with the patented open and blank sieves that positively separate every wild oat seed, causing them to lie flat and not up on end

CUSHMAN MOTOR WORKS OF CANADA, LTD.

Dept. B. WHYTE AVENUE AND VINE ST., WINNIPEG, MAN.

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 3 WINNIPEG, CANADA, MARCH, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year. $1.00 / Per Copy. 10 Cents

Lower Yields and Soil Enrichment

The lower yield in crops on the older farms in the West proves the need of enriching the soil. Western agricultural colleges advocate it. If you want to improve your land and get bigger crops, talk over your problems with our local branch manager.

As the pioneer Bank of Western Canada we are bankers for the United Grain Growers, the United Farmers of Alberta and the Saskatchewan Co-Operative Elevator Company. 452

UNION BANK OF CANADA

Head Office : : WINNIPEG

YOU CAN Reduce Your Fire Premiums 50%

Our Hardware Companies have returned 50% of the premium paid (based on board rates) to United States Hardware and Implement policy holders since 1908.

The Canadian Hardware and Implement Underwriters

C. L. CLARK, MANAGER

802 Confederation Life Bldg., Winnipeg

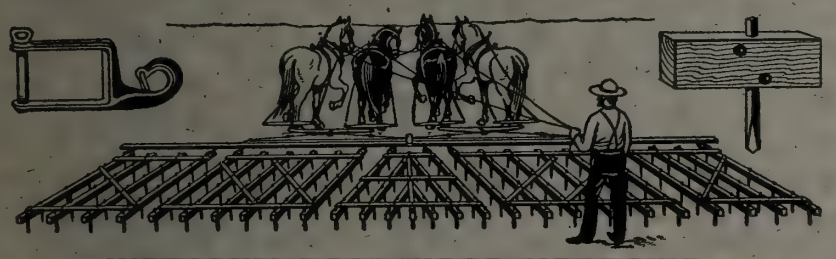
(Operating in Alberta, Saskatchewan, Manitoba and Ontario)

PROVINCIAL AGENTS WILL CALL AT YOUR REQUEST.

INSURANCE IN FORCE	OVER $264,000,000.00
NET CASH SURPLUS	OVER $ 1,800,000.00
DEPOSITED WITH DOMINION OF CANADA	$ 150,000.00

REFERENCE: BANK OF MONTREAL, WINNIPEG

Sell WATSON'S HARROWS

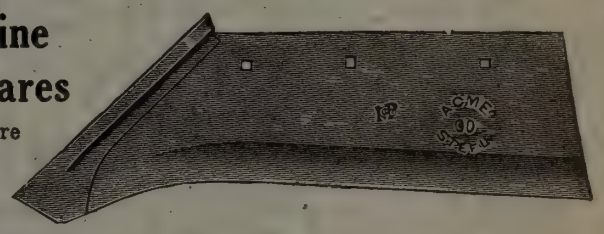


WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design. Have exclusive features. Easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet; 174 Tooth, 30 feet; 222 Tooth, 38 feet. Consider no statement that you can get harrows "just as good" as Watson's. There is but one Watson. Order it from us.

WATSON'S All-Steel Diamond Harrows. Made in two weights: 35 and 50 pounds per section. Interchangeable on any diamond harrow draw-bar. The best implement made for cultivating soil around growing grain. Ask for prices.

Genuine Moline "ACME" Shares



The original soft centre share. Give perfect wear. Order your stock now.

Repairs for "Monitor" Drills, Moline Plows and Moline Disk Harrows—Mandt Wagons and Farm Trucks—National and Mandt Manure Spreaders—Moline Engine Gangs—Adriance Binders, Mowers and Rakes.

Also Repairs For
Janesville Plows,
Disc Harrows, etc.

SEND US YOUR REPAIR ORDERS

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG, Man.

Ronald-Smith Cultivators

The Best Cultivator on this Continent

IT GIVES UNIFORM CULTIVATION—This means a better seed bed.
IT WILL NOT CLOG—Just think of it.
IT HAS A SHEAR THAT WILL DO THE WORK—And a little more.
It has a frog to support the shear wing with quantity and quality of material that enables us to guarantee that it will stand up to the work you put it at and do that work with ease.

Agencies open for this machine—Write before it is too late.

Western Implements Limited

6TH AVE. & SCARTH ST. REGINA, SASK.

WITHIN

the last few years the business world seems to have discovered that Life Insurance can be made just as useful in the protection of business as in protecting the home.

The Great-West Life is writing a very large "Commercial" Business.

Such business is in itself a strong endorsement. It involves the strictest scrutiny—the most careful weighing of policy conditions.

For THE BEST available in Life Insurance, corporations and individuals can find no policies to equal those of

The GREAT-WEST LIFE ASSURANCE Co.

DEPT. "P 16"

HEAD OFFICE - WINNIPEG

IMPLEMENT DEALERS

Plan to *Lead* in the Fight for New Business

JUMBO FARM ENGINES

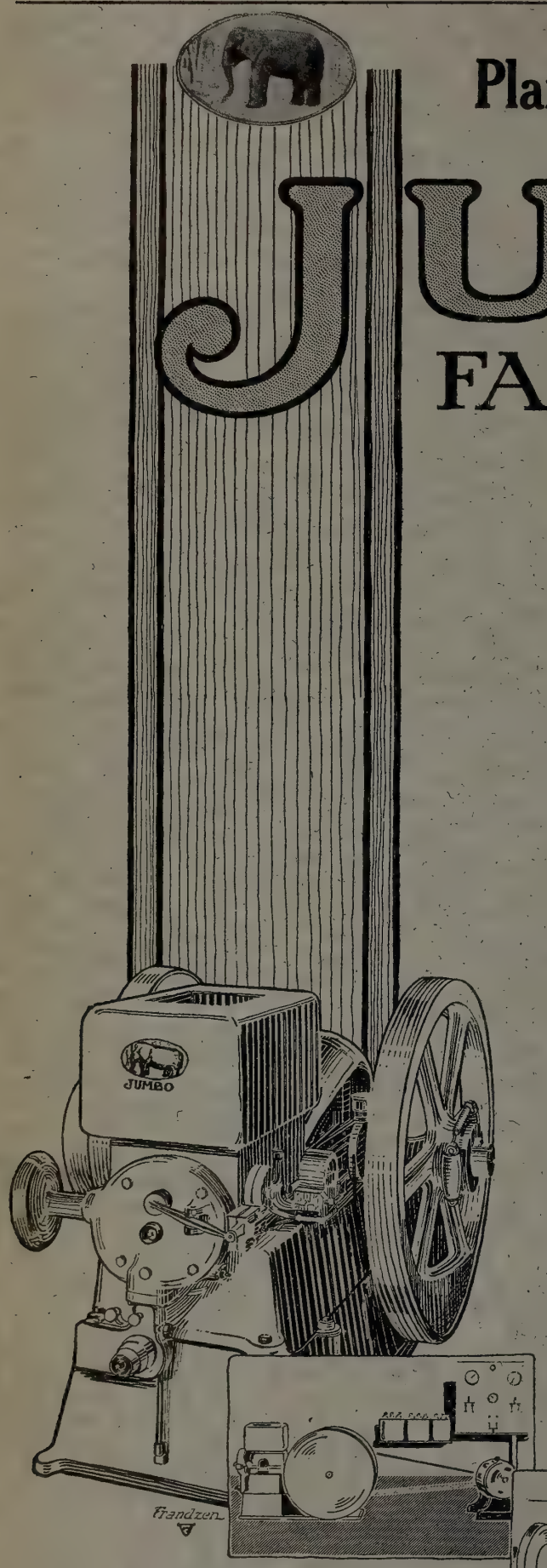
Tips for 1921 Fighters

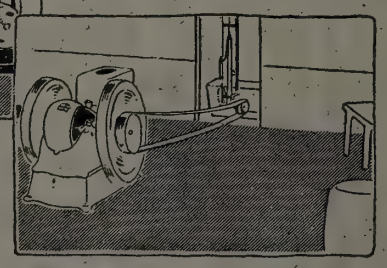
THE 1921 Battle for Bigger Business is like all other battles in at least this respect—a good plan is more than half of it. Hard work is the remainder.

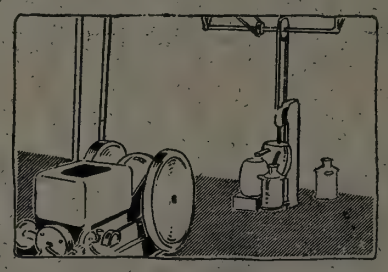
Lay out a definite plan for using Jumbo Farm Engines to help you get profitable business. Go to see every one of your present customers. Farmers owning one engine can be shown many ways in which they could profitably use another. Our list of Jumbo farm jobs will help you on this. Get expressions from these owners to use on the non-owners. Then, too, you can push your sales of Jumbo feed mills, pump jacks, etc., along with Jumbo engines. Make it a point to see prospects regularly. You will be surprised at your increased sales.

Maintain a good service department. Jumbo Engines do not often need repairs, but customers' lack of experience sometimes makes trouble. A splendid business can be built on your reputation for good service. Our Dealers' Salesmen Factory Training Trip will give you an expert engine man.

Jumbo Engines have brought profitable business to dealers for twelve years. More than 115,000 are in daily use. Get your share of the new business. Write for sales plan and full information.







We also manufacture a line of feed mills and pump jacks

NELSON BROTHERS COMPANY

SAGINAW — *Also Makers of the Famous Line of Jumbo Motor Trucks* — *MICHIGAN*

Help the Farmer Produce at Lower Cost

THE best plan for Case Dealers to follow this year, we believe, is to sell Case Tractors on the basis of helping the farmer reduce his operating costs. Today the farmer is not particularly interested in increased production. What concerns him most right now, is to get more profit from such products as he may grow. He may not hope for higher prices this year, but he *can produce at lower cost.*

Explain to farmers who have need for power farming equipment the labor-saving features of Case Kerosene Tractors; the economy of kerosene operation; the long life and dependability assured by the excellence of Case design and construction.

We co-operate with you in developing sales for Case Tractors and other Case Power Farming Machinery through liberal advertising in the most influential farm papers of the United States and Canada.

Monthly we place before over five million farmers reasons why they should prefer Case Machinery. Let them know you are the Case dealer in their vicinity.

Personal acquaintance with the prospect and a careful inspection of his farm will enable you to recommend the Case Tractor and tractor-drawn or driven machinery of the size best suited to that farmer's need.

J. I. Case Threshing Machine Company

Dept. C216 Racine, Wisconsin

CASE

TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES

KEROSENE TRACTORS

NOTICE: We want the public to know that our plows and harrows are not the Case plows and harrows made by the J. I. Case Plow Works Co

Make Sure It's On the Threshing Machine You Sell!

DEALERS who sell threshing machines throughout North America find that machines sell easier when equipped with The Grain-Saving Wind Stacker—and are increasingly *harder* to sell when not so equipped. Farmers and threshermen *know* that this stacker saves grain—actual tests prove that the saving averages one to three per cent. *Frequently this saving is sufficient to pay the entire threshing bill.*

The Grain-Saving Wind Stacker is not the ordinary wind stacker, but the *improved* wind stacker with the grain trap which puts into the SACK the grain and unthreshed heads that otherwise are wasted by the threshing machine—blown to the stack—due to faulty adjustments of sieves, improper regulation of blast, excessive speed variations, careless feeding, etc.

The leading manufacturers of threshing machines in the United States and Canada have adopted this Stacker. Many supply it exclusively. Others can supply it if you demand it. Do so! Specify The Grain-Saving Wind Stacker, and accept no other!

This trade-mark (in colors) is on each side of The Grain-Saving Wind Stacker. It is the trade-mark that farmers and threshermen know as identifying The Grain-Saving Wind Stacker—the Stacker which puts the grain in the *sack* and does not waste it in the straw stack.

Grain-Saving Wind Stacker advertising is running this year in twenty-nine leading farm papers—reaching over three and one-half million readers.

The Grain-Saving Wind Stacker originated with The Indiana Manufacturing Company, Indianapolis, U.S.A.

The GRAIN-SAVING Wind Stacker

COCKSHUTT

IMPROVED WONDER GRAIN CLEANER

EVERY farmer needs one—be ready to supply the demand in your locality. There is nothing better than the Improved Wonder on the Market. It's a separator, a cleaner and a grader all in one. Has many features that are easily demonstrated and readily convince prospective customers of its superiority.

Is adaptable to all classes of work and can be supplied with or without bagger.

SELLING THE COCKSHUTT LINE

Gives you a full line of implements for every season of the year. There need be no off seasons in your sales efforts. Cockshutt machines and implements are of the highest qualiy and are backed by an aggressive advertising policy and dealer service which makes profitable business for the dealer.

Get in touch with our nearest Branch House to-day. There are stocks at each warehouse to draw on—and a service organization anxious to assist you.

Cockshutt Plow Company Limited

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

CANADIAN FARM IMPLEMENTS

Vol. XVII., No. 3 WINNIPEG, CANADA. MARCH, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c

Western Canada Automotive Equipment Show

Splendid Display of Car, Tractor and Truck Equipment

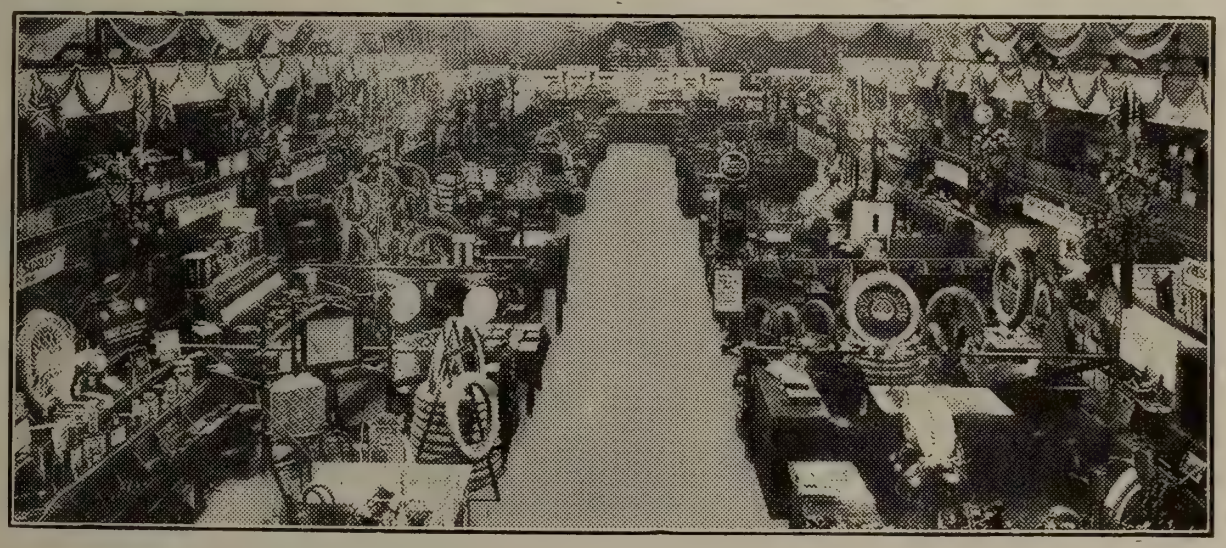
The Western Canada Automotive Equipment Show, held in Winnipeg from February 15th to 19th, the second week of the bonspiel, was a remarkable success from viewpoint of attendance and the variety of equipment and accessories shown. The exhibits on view in the large convention hall of the Board of Trade Building were estimated as being worth nearly $250,000. Well over 40,000 persons attended the show during the week, and the firms making displays report many sales to visitors, and they lined up a great number of live prospects for spring business.

There were 71 booths occupied, the capacity of the hall being taxed to the uttermost. Every conceivable knid of accessory or specialty in equipment was on view — lines which are of direct interest to the car or tractor owner, and also a vast variety of garage equipment which showed the garage man how he could reduce his labor cost in effecting repairs.

This exposition was the first show of the kind to be held in Canada, and it is expected that a show on a much larger scale will be held during 1922. The exhibition was officially opened on the evening of the 15th by Sir J. A. M. Aikins, Lieut.-Governor. Many of the manufacturers' and jobbers' representatives who were present had come from the big circuit of winter automobile and accessory shows in Eastern Canada and the U.S., and all of them claimed that the Winnipeg exhibition was up to the standard of the best exhibition of the kind they had attended and better than most similar expositions. Concerns from all over Canada and from the United States had displays at the show. A feature that struck the visitor was the large number of similar brands of accessories which were handled by more than one jobber.

Music supplied by a splendid orchestra enlivened the show with frequent selections. The hall was very tastefully decorated, and the attendance seemed to be made up largely of car owners or those who contemplate buying cars in the near future, if one may gauge by the keen interest shown in the lines exhibited. This was not an automobile exhibition, for not a single car was shown, merely accessories and equipment for car, truck and tractor.

Since the first automobile came into use in Western Canada in 1903, there has been paid into the federal treasury, in the shape of import duties on automobiles for the western division, a sum of over $97,000,000 and a further sum of over $22,000,000 on automobile accessories, such as tires, spare parts, repairs, spark plugs, electrical supplies, etc., or a grand total of over $119,000,000. These figures are only inclusive of the period of 1903 and the end of the fiscal year of 1918.



General View of the Western Canada Automotive Equipment Show, held in the Board of Trade Building, Winnipeg, February 15th to 19th. Everything from Washers to Garage Cranes was shown

Exhibitors and the Lines They Displayed

A. Robataille, Deloraine, showed his line of Lawrence all-round polish for automobile finish, furniture and metal work.

The Globe Supply Corporation, of Abingdon, Ill., makers of Protexells, showed their process of sewing trade marks and car names on the backs of overalls for advertising purposes.

Canada Dry Cells, Winnipeg, had a very attractive display of their North Star batteries of the multiple waterproof type, also showed cases of flashlights, torches, etc., showing the adaptation of their smaller cells.

The Canadian National Carbon Co., Toronto, and the Prest-o-Lite Co. of Canada had a composite display in Booth 56. A very complete display of Columbia dry batteries was shown, also Prest-o-Lite welding equipment, comprising torches, regulators and gauges, gas cylinders, etc. Especially interesting was the new cast iron cutting torch shown by the Prest-o-Lite company. Welding rods and fluxes, brazing torches, storage batteries, volt meters, stabbersets and test cells, hydrometers, etc., completed a very interesting exhibit. Cylinders for car lighting were shown in various sizes.

W. Bruce Campbell, Winnipeg, showed a line of Fordson tractor lighting systems, Ford reamers, tire chains and a line of top and upholstery dressing. In addition this firm showed National Standard jacks, "More Room" steering wheels, auto locks, polishes and valve grinding compounds.

The Porcupine Sales Corporation Ltd., Winnipeg, had on view a line of their Porcupine tire boots for fixing blowouts.

W. M. Gordon & Co. and the Standard Machine Works of Winnipeg, shared Booth 53. The Gordon company showed lines of motor carbon remover, British made grease cups, hose clamps, shellac, cements and metal polishes. The Standard Machine Works had some fine samples of re-bored cylinders, as done in their shops, also ground-finished crankshafts and other samples of grinding work which they specialize in.

Peters & Herron, (Booth 52) of Winnipeg, displayed a line of their tire covers, top covering materials and complete seat covers.

Edward White & Co., Minneapolis and Winnipeg, had on view Milwaukee tires, Ford and Chevrolet parts, Bethlehem spark plugs, Jensen lever pumps, valve lifters, Niehoff magneto charging equipment, Corcoran-Victor lamps for tractor and truck use, hydrometers, Akron-Turk garage equipment and Antex reels, as made by the Cincinnati Specialty Co.

W. L. Renton & Co., Hamilton, Ont., Booth 50, showed a line of Hassler shock absorbers for cars and trucks, Security auto theft signals and Cowles door locking handles. This company state that they will open up in Winnipeg. W. L. Renton was in charge of the exhibit.

Ronald J. J. Muir, Winnipeg, displayed a line of the Master carburetor, suitable for any make of car, truck or tractor.

Richards-Wilcox Canadian Co., London, Ont., in Booth 65, had on display a line of their "H & D" shock absorbers, Marquette tire tools, tire savers and storage jacks, Perfection car heaters and a line of bumpers. A very interesting part of this exhibit was a testing stand, showing how the H & D shock absorber saves the car in going over rough roads, action being got by the wheels of a rear axle operating against large cam wheels operating below them. R. F. Warren and W. A. Torney were in charge.

The J. H. Ashdown Hardware Co., Winnipeg, had a very complete line of their accessories on display in Booths 63 and 64. They displayed K & S tires, auto springs, K/B bumpers, Perfex and McKinnon radiators, complete Fidelity welding outfits with torches, regulators, etc., Butterfield tap and die sets, Kyanize motor car enamels, Weaver garage equipment, Champion spark plugs, Sunderland pumps, Burd and Inland piston rings, automatic grease guns, Krauter pliers, Halliday shock absorbers, Weed tire chains, Bourney wrenches, Walker jacks, Pyrene fire extinguishers, Lane jacks, and a display of Veedol oils.

J. R. May & Co., Winnipeg, Booth 62, showed a full line of their new and rebuilt "Maybilt" radiators, a make to suit any size of car truck or tractor. Those radiators, say the company, are guaranteed frost proof and are made in Winnipeg from Canadian copper. J. K. May was in charge of this interesting exhibit.

The J. & B. Manufacturing Co., of Pittsfield, Mass., had on view a line of their replacement coils, switch keys for Ford cars, rocker arm lifters and cage removers and wheel pullers.

Burgess Batteries Ltd, 701 Wellington Ave., Winnipeg, head office Madison, Wis., showed their flashlight batteries, Uniplex ignition batteries and a stand showing the waterproof construction of their product. They also showed battery outfits for wireless use. Seven exhibitors in the hall had Burgess batteries as part of their display.

Lion's Auto Garage, Winnipeg, showed a very complete line of starting and ignition systems including the following types: Westinghouse, Delco, Remy and Atwater-Kent. They also showed a line of Klaxon horns and repair parts for many different ignition systems, as used on the car and tractor.

W. H. Hodgson & Co., Swift Current, had on view several types of their vulcanizers and buffers—very practical and efficient equipment.

A. Strong, Winnipeg, showed a line of Ford parts, Duplex timers, motor locks and wrench sets of various makes. In addition they displayed valve grinders, battery repair tools and valve tappet silencers.

Robinson & Webber, Winnipeg, had on view a line of speed wrenches for connecting rods, Westad electric heaters and Polar-Liquid anti-freeze.

Hercules Bumpers Limited, Spadina Ave., Toronto, showed their one piece "I" beam steel bumpers for all makes of cars. This line was shown in five styles, the bumper being attached to the car by universal patent brackets. They are guaranteed non-breakable, being made from .75 carbon steel. Light types were shown for Ford, Chevrolet and other light-weight cars. They are very simply attached, and the same bar is

adaptable to either front or rear of car. This display attracted much attention and was in charge of E. H. Bate, manager of the company.

Moncrieff & Endress, Winnipeg, showed a line of their plumbers' and steamfitter's brass goods, brass and iron valves, porcelain goods, waste, asbestos packings, gauge glasses, oil cup glasses, steam gauges, curtain lights, auto trimmings, bow sockets, mirrors, valves, steering wheels and Kant-Freeze radiator solution.

The General Asbestos and Rubber Co., of Charleston, S.D., showed a line of their "Garco" brake lining, comprising a complete variety of all size gaskets and packings for auto use in a variety of types. O. C. Wynne, of the Chicago office, was in charge

Goo & Patrick Ltd., Jarvis Ave., Toronto, had a very attractive showing of their Bull Dog truck chain, an electric welded chain for truck use that is attached in units with the minimum amount of time. The individual units clip onto a special spring centre that lies over the hub, the units clamping into their own links. The chain is made of .32 carbon steel and is of heavy section. W. D. Goo, president of the company was in charge of the exhibit.

The Pyrene Manfg. Co., Winnipeg, showed a full line of their fire extinguishers in all sizes, also lenses and Pyrene refiller liquid.

North Star Anti-Freeze Co., Winnipeg, showed a line of their anti-freeze solution made with glycerine and alcohol base, also their line of Shapiro lubricating oils for general use.

The B. & M. Rubber Co., 221 Naussau St., Winnipeg, displayed their line of "Maxotires", an inside casing that takes the pressure off and lets the tire wear out.

The Canadian Raybestos Co. Ltd., of Peterborough, Ont., had on view a very complete and attractive showing of their Raybestos brake lining, Ford transmission lining and Ford special brake lining. Types of lining and gaskets were shown for car, truck and tractor use.

D. Ackland & Son Ltd., Winnipeg, had a most attractive and complete showing of their accessory lines in Booths 35-36. They displayed Manly garage equipment, cranes, engine stands, presses, etc. Guelph springs for all types of car. Royal Oak tires, both cord and fabric types in all sizes. Universal batteries for all cars and a full line of battery parts. Other lines showed were: Little Giant tire rim tools, Billmont speed wrench sets, Master tool kits, Black Hawk and Waldon wrench sets, Mosler spark plugs for cars, tractors and trucks, Lodge plugs and Champion plugs; Turner gas welding and cutting equipment and Turner carbon burning outfits; Hi-Lo cantilever, 2½-ton lift jacks, Sturdy air chucks, Sturdy replacement coils for all types of ignition, "Snap-across" chains, Dreadnaught unit system truck and car tire chains, Marquette tire tools, Messenger wire wheels for Fords, Swift Current vulcanizing equipment, Universal piston lapping tools, Kellogg engine driven pumps, Tanco tire pumps, McKinnon radiators for Fordson tractors, Perfecto radiators, Peerless radiators, Burgess batteries for ignition and lighting purposes. In addition, a line of Ford and Chevrolet parts were shown, also standard and oversize pistons for all cars; Porcupine tire boots, Norwesco radiator cement and liquids, brake and clutch compounds ,Burd piston rings, a full line of drills, presses, forges and forge tools; top materials, bevel plate glass cover lights, fender straighteners; Lane jacks, connecting rod wrenches, etc. This exhibit was in charge of R. P. Ackland, manager of the accessory department, H. E. Moore and R. L. McNaughton.

Canadian Perfect Wheels Ltd., Listowel, Ont., showed a full line of their wire wheels and jacks, of the "Innovation" pattern. They also displayed their Perfection shock absorbers and bumpers and discs for Ford wheels. C. M. Kolbenstetter, secretary, was in charge of the exhibit.

The Champion Spark Plug Co. of Canada, Windsor, Ont., showed a very attractive display of their plugs for car, truck and tractor use, also their display cases and merchandisers for dealers' stores. A. J. Hayes, of the Windsor office, was in charge of the exhibit.

The Miller-Morse Hardware Co., Winnipeg, had a very complete display of their lines in Booths 39-40. They showed Reflex spark plugs, Dunlop tires in all sizes, Duplex timers, Howe lights, spot lights, Rie-Nie fan belts, radiator cements, valve grinding compound, rubber and fabric patches; Halliday shock absorbers, Boyce motometers, Adelite carbon remover, Flo-Glaze auto finishes, North Star and Burgess batteries, etc.

The Weaver Manufacturing Co., of Springfield, Ill., showed a very complete line of their garage equipment which attracted much attention. This comprised wheel repair stands, axle stands, jacks, twin jacks, tire spreaders, universal tire changers, auto hoists, garage presses, puller clamps, rear axle attachments, bucket pumps for soft greases and engine oils, auto oilers, towing poles and auto ambulances and body extension equipment. A very interesting feature in this display was the Weaver alignment indicator which automatically indicates the alignment of front or rear wheels by simply running the wheel over a roller bearing plate. Hands on a dial indicate to the fraction of an inch how much the wheels are toed in or out.

P. A. C. McIntyre Co. Ltd., Winnipeg, manufacturer's agents, who distribute Weaver equipment in Western Canada, showed the Universal cylinder reboring tool and also the Perfex radiator for Ford cars. P. A. C. McIntyre was in charge of the exhibit.

The Globelite Battery Co. Ltd., Winnipeg, showed their Made-in-Winnipeg line of batteries for lighting and ignition purposes. Farm lighting plant batteries were shown from 32 to 110-volt capacities. This company makes batteries for all types of cars. W. D. Kellogg was in charge of the exhibit.

Canadian General Electric Co. Ltd., Winnipeg, had on view a line of Gill piston rings, Kingston carburetors and K—W magnetos for tractor use. They also showed Kargo compound for transmissions and differentials, and connections for ignition systems. U.S.L. batteries, A.C. and Goliath spark plugs for car and tractor, Tungar battery chargers and several other lines were shown by this firm. C. Whitman was in charge of an interesting exhibit.

Wood Vallance Limited, Winnipeg, showed their Phillips gas pumps, Firestone tires, Michelin tires, Titanic springs, Raybestos brake lining, Columbia and Hart storage batteries, North Star batteries, Fidelity welding equipment, Gemco bumpers, Walker jacks, Weaver garage equipment, A. C., Hercules and Splitdorf spark plugs; Perfex radiators, Waldon wrenches, Splitdorf magnetos, Atwater-Kent ignition systems, Tuthill springs, Howe searchlights, Ever-ready flashlights, Rayfield carburetors, Burd piston rings, Phelps wire wheels, Boyce moto-meters, Sun-ray lenses, etc., etc. D. A. Ferguson was in charge of a very interesting exhibit.

The British American Oil Co., Winnipeg, successors to the Winnipeg Oil Co., showed their Woco transmission grease and the Saybolt viscosmeter for testing the viscosity of oils. They also displayed a full line of auto and tractor oil greases and dopes, gasoline and anti-freeze, cup greases, axle greases, etc. W. E. Dolan, G. E. Harrison and H. H. Burke were in charge of the exhibit.

The Northern Electric Co., of Montreal and Winnipeg, showed a full line of their Titan storage batteries Wotten charging outfits, Electric measuring instruments of all types, Black and Decker electric drills, and the full line of wires and cables as manufactured by their factories. Ambu battery-room equipment, as made by the American Bureau of Engineering, was an interesting part of this attractive exhibit. M. E. Deering was in charge.

J. B. Lawrence & Co., Winnipeg, showed a line of Ford replacement parts, Edelman battery testers, grease cups, Bourney tools, Sunderland tire pumps, lenses, etc. A. B. Lawrence was in charge.

Cadillac Motor Sales Co. showed a full line of Mack batteries, Buckeye shock absorbers and Cosmo hand cleaning compound.

The Manufacturers Car Service Co., Montreal, showed Black and Decker electric drills, Billmont wrenches, Onan electric testing equipment, cylinder lapping equipment and Locktite patches.

Marshall Wells Co. Ltd., Winnipeg, showed a line of Weaver garage equipment, Partridge tires, Klaxon horns, Leak-proof piston rings, PDQ pumps and Higgins springs. They also displayed their line of Sunco motor oils and greases as made by the Sun Co., of Philadelphia, and Columbia storage batteries in a variety of sizes. Curtis air compressors, garage tools, Zenith mechanic tools, A.C., Splitdorf and Champion spark plugs, Corcoran-Victor tractor headlights, jacks, vulcanizing equipment, radiator cores, garage show cases, battery testers, etc., completed a very nice display in charge of D. Livingstone.

The North Star Oil and Refining Co., Winnipeg, showed their William Penn motor oils, French auto oils, Royal and Tractor hard oils, French transmission greases, Red Star gasoline, Keystone coal oils, etc.

The Great West Saddlery Co., Winnipeg, had on display their Great West tires, Gould batteries, Tungsten plugs, Champion plugs, Burgess batteries, Messenger wire wheels, Burd piston rings, Weaver garage equipment, Champion blowers and forges, Howe and Edelman lights, Pumps, Bourney tools, Black Hawk wrenches, Butterfield sets, Hoyt electric instruments, weed chains, reboring tools, Perfex radiators, etc.

S. F. Bowser & Co., 469 Inkster Ave., Winnipeg, showed their 5, 1 and ½-gallon gasoline pumps, also a complete line of lubricating oils and compounds. A 230-gallon tank, as manufactured by this concern, was also on display, and a line of flexible hose for garage and dealer use. T. H. Rhodes, manager at Winnipeg, was in charge.

Prescott W. Robinson Sales Co. Ltd., Montreal, showed Mossberg socket wrenches, Shaler vulcanizing equipment, road lights, piston rings in a variety of sizes, and pressed steel wheels for truck use. They also displayed a line of their 3 in 1 fine oil for magnetos and timers. P. W. Robinson, manager, was in charge of the exhibit.

The Oak Tire & Rubber Co., Toronto, showed a very complete line of their Oak tires, fabric and cord, in all sizes, and tubes in both red and grey finish. W. Brennan was in charge.

Imperial Oil Limited, Winnipeg, in an attractive booth had a display of their Imperial Polarine in different grades, Gargoyle and Mobiloils and all styles of Gilbert and Barker tanks and self-measuring pumps. A large map showed the wide-spread agency system of the company, displaying the location of agencies from coast to coast in the Dominion.

The Burd Ring Sales Co. Ltd., Winnipeg, showed a full line of their Burd high-compression and quick-seating rings in all sizes, which are handled by all leading jobbers in the Canadian West. This concern handle 650 sizes of both types of ring, and have types for tractor, car, truck and stationary engine adaptation. They also showed special rings for airplane engines. They also displayed the Hoyt line of electric instruments, dashboard voltmeters, garage testing sets, etc. Violet ray lenses were an interesting part of this display and the Hall-Thompson line of "Wonderworker" top dressing. J. H. Dixon and E. W. Cadman, of the Winnipeg branch of the Burd organization, were in charge. M. Batcheldor, engineer of the Burd High Compression Ring Co., and Mr. Perez, technician of the Hoyt Electrical Instrument Co., were present during the week.

The Tuthill Spring Co., Chicago, showed a full line of their Titanic springs, a type with a "hump" centre, which are guaranteed against centre breakage. They were shown in sizes for all popular cars. H. H. Osborne, of the Chicago office, was in charge of the exhibit.

Joe St. Mars, Winnipeg, Tuthill distributor, showed a line of Walker jacks, Boyce moto-meters, metal specialists, Inland piston rings, Veedol oils, Albertson-Sioux tools, Waldon wrenches and radiators. Mr. St. Mars was in charge.

Canadian Oil Companies Ltd., Winnipeg, showed their line of En-arco motor oils and greases, and White Rose gasoline for car, truck and tractor use.

The Acme Magneto and Electrical Co., Winnipeg, had on view a very interesting display of garage testing equipment for magnetos. Their generator testers and brake testers for starting equipment attracted much attention, as these machines enable the garage man to locate electrical troubles with the minimum loss of time. They test all makes of generators and also give an H.P. test. A K-W magneto which ran without any connection during the entire duration of the snow, was a feature that puzzled many electrical experts. This company handle and carry all repairs for such lines as Gray-Davis starting systems, and Berling Splitdorf, Bosch, Dixie, K-W, Sumter and Webster magnetos. B. G. Jones, chief engineer and G. R. Cormack, sales manager, were in charge of a very interesting exhibit.

Manley Manufacturing Co., York, Pa., showed their line of cranes, Ford engine stands, portable work benches, garage presses, bench motor supports, tools, etc.

A. H. Fraser & Co., Winnipeg, showed their line of Mosler spark plugs for car and tractor use, Lane auto jacks, "Quality" springs, standard engine supports, Blublaze timers, Eagle garage tools, Black Hawk wrench sets, electrical instruments, M.S.L. Air-Tite plungers, Universal charging coils, Howell pumps, etc.

Russell R. Sutherland, Winnipeg representative for Motor Sundries Corp., of Toronto, showed Mayall flat spring bumpers, Floto-Ford shock absorbers, Mayall motor heaters, steerwarms, pump plungers, John Morrow twist drills and Ingersoll files, re-boring equipment, etc.

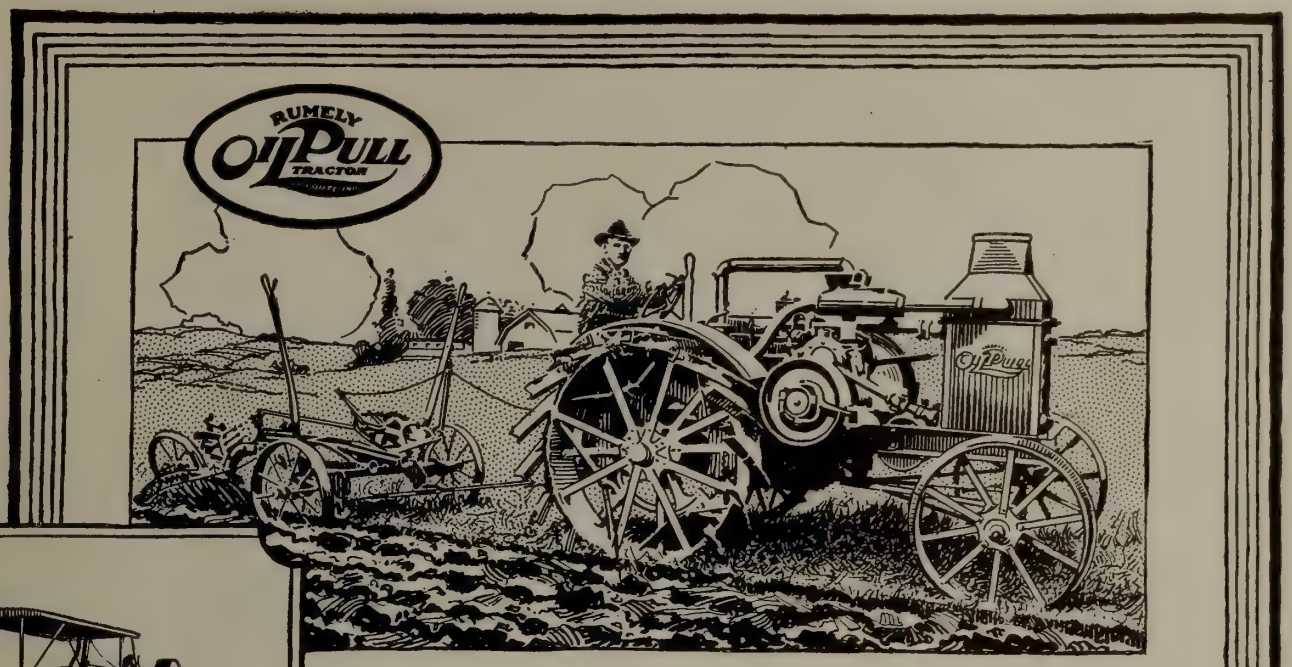
Motor Products Ltd., Winnipeg, displayed a line of Willard storage batteries, Imperial gas welding equipment, torches, tanks, etc. They also showed Guarantee Visible pumps, Goodell-Pratt and Wilt twist drills, and Gabriel snubbers; Champion drills and forges, battery testing equipment and Atwater-Kent ignition systems completed a very nice display.

S. C. Johnson & Son Ltd., Brantford, Ont., showed their lines of cleaners, carbon removers, oils, top dressing, autolac, radiator cement and hasty patches. H. J. Croft and A. L. D. Colquhoun were in charge of the booth.

F. C. Young & Co. Ltd., Winnipeg, displayed a line of Exide batteries in all sizes for lighting and starting systems, also a full line of battery repairs. They also showed Goodyear and Dominion tires. F. J. Wilson was in charge.

The Canadian Fairbanks-Morse Co., Winnipeg, had a very complete showing of their accessory lines on view. They displayed a Ford burning in and testing machines, bat-o-meters, Onan generator testing equipment, Hart-Bell tire pumps, Henry-Cooper re-boring and re-babbitting tools, Dixie rear axle assembly stands, Ford Rotary motor stands, Imperial welding equipment, wrench sets, vulcanizers, Columbia storage batteries, Lodge plugs, auto jacks, Inland piston rings, Raybestos brake lining, Weed chains, Sioux valve facing tools, Schebler carburetors, Hoyt meters, Rapid-Dayton gas pumps, Anderson lights, etc. W. B. Hammond, J. R. Cruickshanks and J. Walker were in charge.

Mutual Oils Ltd., Winnipeg, showed their line of Pendol motor oils and greases, also Crown tractor oil and All-in-One gas intensifier. W. K. Reimer, W. Vivian and J. M. Ness were in attendance at the exhibit.



How much Power do You Demand in a Tractor?

The investment your customers make in a tractor is chiefly to secure increased power on their farms.

Power is the big demand—the power to plow more and deeper and faster—power to operate thresher, sheller, silo filler, etc.—power that saves horses, relieves help, speeds up the whole program of farm work—power that decreases production costs and increases farm profits.

And it is the great power and great *reserve of power* that enables the OilPull to do all *ordinary* farming jobs with ease and constant dependability. And, in addition, to be fully equal to the *extraordinary* jobs—to work over hills, to operate steadily in toughest sod, to thresh tough, wet grain.

Indeed, it is largely its great power—its ability to perform the hard jobs easily—that accounts for the unequaled length of life for which the OilPull is famous.

To all this is added an unequaled record of economy that makes the OilPull *cheapest in cost per year of service,* despite the mere selling price of any tractor.

It is guaranteed to burn kerosene under all conditions. It is oil cooled. Two distinct lubricating systems—mechanical and splash—operating simultaneously, insure positive lubrication.

This is the kind of tractor your customers are demanding—one with proved power, dependability, long life and economy. The tractor you handle should possess them in full measure.

Have you ever investigated the opportunity offered by an Advance-Rumely dealership? You should—today.

ADVANCE-RUMELY THRESHER COMPANY, *Inc.*
Calgary, Alta. Saskatoon, Sask. LaPorte, Indiana Regina, Sask. Winnipeg, Man.
48 Abell Street, Toronto, Ont.

Proving OilPull Power

After 8 years of hard plowing, threshing and road work, my OilPull is in such good shape that I would not trade it "even up" today for a new tractor of any other make. It always has more power than I need, even on the toughest jobs. It has given no trouble and I am positive it will easily last 15 years more.

H. L. Miller,
Cannon Falls, Minn.

I am using my OilPull tractor with a Jumbo plow, breaking through heavy scrub with ease, ten or twelve inches deep and doing the best work that has been done in this settlement.
The land is now ready for the drill and if we have an average crop the tractor will have practically paid for itself in one season's work.

George Cooke,
Waldron, Sask.

ADVANCE-RUMELY

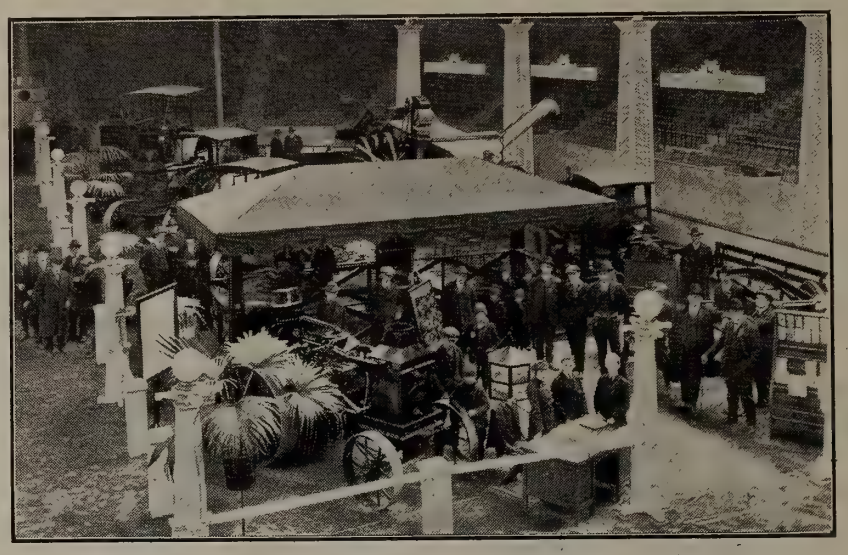
The U.S. National Tractor Show

The Sixth National Tractor Show in the United States, held in the Ohio State Fair Grounds, Columbus, Ohio, February 7th to 12th, was conceded to be the best show and educational exposition of the kind ever staged in America. Great crowds of tractor dealers and distributors attended and farmers were very much in evidence looking over the latest types of tractors and tractor machinery on the market.

A splendid lecture program had been arranged, at which experts spoke on topical subjects such as: Adapting the Farm to Power; The Type and Size of Tractor to Buy; Ignition Troubles; What is Tractor Service; Tractor Tools; The Trend of Tractor Design. Four farmers co-operated in an address on, "What the Tractor has done for Me."

Following are some of the leading tractor concerns who staged displays at the show, at which over 200 companies displayed their lines:

Advance-Rumely Thresher Co., La Porte, Ind.; Allis-Chalmers Mfg. Co., Milwaukee, Wis.; Aultman & Taylor Machinery Co., Mansfield, Ohio; Avery Company, Peoria, Ill.; Beeman Tractor Co., Minneapolis; Bates Steel Mule Co., Lorain, O.; Boring Tractor Corp., Rockford, Ill.; Case Plow Works Co., J. I., Indianapolis, Ind.; Case Threshing Machinery Co., J. I., Racine, Wis.; Cleveland Tractor Co., Cleveland, Ohio; Deere Plow Co., John, Columbus, Ohio; Eagle Mfg. Co., Appleton, Wis.; Electric Wheel Co., Quincy, Ill.; Emerson-Brantingham Implement Co., Rockford, Ill.; Hart-Parr Co., Charles City, Iowa; Holt Manufacturing Co., Peoria, Ill.; Huber Manufacturing Co., Marion, Ohio; International Harvester Co., Columbus, Ohio; La Crosse Tractor Co., La Crosse, Wis.; Lauson Mfg. Co., John, New Holstein, Wis.; Moline Plow Co., Moline, Ill.; Monarch Tractor Co., Watertown, Wis.; Port Huron Engine & Thresher Co., Port Huron, Mich.; Rock Island Plow Co., Rock Island, Ill.; Russell & Co., Massillon, Ohio, Samson Tractor Co., Janesville, Wis.; Twin City Co., Minneapolis.



Display of Advance-Rumely Co. at the National Tractor Show.

Motor trucks for farmers were exhibited by the following firms:

Advance-Rumely Thresher Co., La Porte, Ind.; Avery Company, Peoria, Ill.; International Harvester Co., Columbus, Ohio; Moline Plow Co., Moline, Ill.; Twin City Co., Minneapolis, Minn.

Implements and Threshers

In this line the leading exhibitors included: Advance-Rumely, Aultman & Taylor, Avery Company, Case Plow Works, Case T.M. Company, Deere Plow Co., Emerson-Brantingham, Huber Mfg. Co., International Harvester Co., Moline Plow Co., Oliver Chilled Plow Works, Rock Island Plow Co., Roderick Lean Mfg. Co., Samson Tractor Co., Twin City Co., etc.

Carburetors and ignition equipment were exhibited by such concerns as the: American Bosch Magneto Corp., Byrne Kingston & Co., Champion Ignition Co., Eiseman Magneto Co., K-W Ignition Co., John Lauson Mfg. Co., A. R. Mosler Co., Splitdorf Electric Co., Stromberg Motor Devices Co., etc.

Leading Exhibits

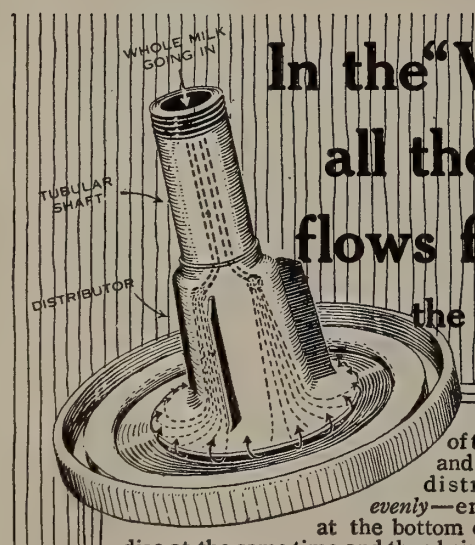
The Advance-Rumely Thresher Co., La Porte, showed 1921 models of the Rumely 12-20, 16-30, 20-40 and 30-60 tractors, 22x36 and 32x52 Ideal grain separators, one Rumely truck chassis with standard equipment and one Rumely truck equipped with pneumatic tires, farm body, short stakes, cattle racks and extension sides ,together with a sectional Oil-Pull engine, a sectional transmission, radiator and other parts.

The Avery Co., Peoria, showed the complete line, comprising a 6-cylinder, Model C, the 8-16, 12-25, 12-20, 14-28, 18-36 and 25-50 farm tractors, and the 45-65 road tractor. Motor cultivators were also shown in a variety of sizes and the company's line of threshers, fully equipped. In the tillage-tool exhibit they showed the Avery 3-bottom orchard plow, Avery three-disc plow, Sanders five-disc plow, Avery rigid beam, two-bottom plow, self-adjusting tractor disc harrow, power lift tractor grain drill and the new Avery roller bearing equipped silo filler. The Avery motor truck also was shown.

The J. I. Case Plow Works, Racine, showed a Wallis motor, a Wallis cutaway chassis, Wallis tractors, J. I. Case motor cultivators. The Wallis models were shown with a variety of equipment. In the implement exhibit the company showed their tractor disc and moldboard plows, tandem disc harrows, listers, etc.

The J. I. Case T.M. Co., Racine, showed Case tractors in 10-18, 15-27, 22-40 and 40-72 sizes; two, three and four-bottom Grand Detour moldboard plows; Grand Detour disc plow, Grand Detour disc harrow, Case thresher, hay baler and silo filler. In addition there was a "live" or working model two-bottom orchard plow, a cut-out nickel-plated, highly finished, 10-18 tractor and a 15-27 tractor belted to a Case thresher.

Deere & Co., Moline, Ill., in addition to the Waterloo Boy, featured the following implements: No. 6 4-bottom John Deere tractor plow; No. 5 3-bottom John Deere tractor plow; No. 45 2-bottom tractor plow; No. 40 2-bottom Fordson tractor



In the "Viking" all the milk flows first to the bottom of the bowl, and is then distributed *evenly*—entering at the bottom of every disc at the same time and then being forced UP through the discs to the proper outlets. The natural direction of all centrifugal force is *upward.* This is one of the reasons why the Viking skims to practically 100% perfect.

But this is only one of the many great features of the Viking that makes it the easiest separator of them all for dealers to sell. Send for our dealer proposition and latest cataiog No. 165

SWEDISH SEPARATOR COMPANY
714 Confederation Life Bldg.
WINNIPEG
Man.

"Viking" STRAIGHT DISC

PUMPS AND Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

The best farmers use De Laval Cream Separators and De Laval Milkers. Therefore the best dealers sell them.

Now is the time to see about the De Laval Contract. Perhaps we need a separator or milker agency in your town. If you think we do send your application to nearest office.

THE DE LAVAL COMPANY, Ltd.
MONTREAL PETERBORO WINNIPEG EDMONTON VANCOUVER

Sooner or later you will sell the

De Laval

Cream Separator or Milker

plow; No. 35 5-bottom tractor disk plow; John Deere tractor lister; Model B double-action pony tractor disk harrow; Model L double-action tractor disk harrow; 12x7 fertilizer single-disk John Deere Van Brunt tractor drill; No. 3 John Deere Marseilles power sheller; 8-ft. John Deere binder with tractor hitch; 10-ft. double-gang pulverizer with tractor hitch.

Emerson-Brantingham Implement Co., Rockford, showed a new tractor tandem disc harrow built on an entirely new principle. In addition, they had a complete display of such standard E-B tractors and tractor tools, as the E-B 12-20 tractor, E-B three-bottom tractor plow, tractor disk plow, Geiser threshers, etc.

The Cleveland Tractor Co., Cleveland, Ohio, had a display of a distinctly educative nature. They showed a Cletrac with its tracks laid out so that the tractor ran back and forth along them, exactly as it operates in the field. They also showed a side frame assembly cut away to show construction, and a cutaway Cletrac engine in operation.

The International Harvester Co., Chicago, showed two International 8-16 tractors, two Titan 10-20 tractors, one International 15-30, two and three-bottom P. & O. plows, a sectional model of the 8-16, International motor trucks, models G, L and F and the speed truck, I.H.C. ensilage cutter, thresher, husker and shredder, hay press, cylinder corn sheller, feed grinder, drill, cultipacker and disc harrow, etc.

The Hart-Parr Co., Charles City, showed their new "20" h.p. tractor for the first time, also two Hart-Parr "30" tractors, two Hart-Parr "20" tractors, two and three-bottom Vulcan plows and the Vulcan culti-packer.

Canadian Firms at Columbus Tractor Show

At the recent National Tractor Show, held at Columbus, Ohio, the Cockshutt Plow Co., Brantford, Ont., had a nice exhibit of their tractor gangs that attracted much attention. Thousands of farmers and dealers who attended the show looked over the Canadian product very carefully. It was somewhat of an innovation in the American tractor trade to see one of Canada's oldest farm implement concerns come into their midst with a Canadian-made line. Accompanying the exhibit was E. A. Mott, vice-president; W. S. McFarland, Ontario sales manager, and Geo. H. Wedlake, works manager at Brantford.

Another Canadian firm we observed was the Link Manfg. Co., of Portage la Prairie, represented by H. C. Wallace. This firm showed lines of their Liberty grain blowers. They have a factory at Kansas City and do a big American trade in this line.

Sawyer-Massey Co., Hamilton, Ont., were well represented at the show with a tasty exhibit of their well known separators which were on view in the spacious booth occupied by the Wallis Tractor Co. and the J. I. Case Plow Works, of Racine, Wis. Accompanying the Wallis and J. I. Case Plow Works exhibits were H. M. Wallis, president; G. C. Weyland, vice-president; R. O. Hendrickson, vice-president; B. M. Value, foreign sales manager, and C. C. Younggreen, advertising manager. Thirty other factory representatives and five branch house managers were also present. An interesting feature of the exhibit of the J. I. Case Plow Works was the gold medal won by their tractor in the Lincoln, England, tractor trials held in October last. This was awarded by the Royal Agricultural Society of Great Britain in a contest open to the world.

General reports received by the special representative of Canadian Farm Implements while at the National Tractor Show, reveal the fact that very satisfactory business was done. Big crowds of real farmers and dealers and distributors were on hand daily. The entire show was under cover.

Schibsby Attended Convention

M. Schibsby, north-western manager for the J. I. Case Plow Works, of Racine, Wis., attended the recent convention of the North Dakota Implement Dealers' Association, held at Fargo. He reports a big attendance and a very interesting meeting. Poor crops in North Dakota and bad banking practices have produced a condition in that state which is against good business. It is anticipated, however, that sales will be better this year. Dealers there seem optimistic. Mr. Schibsby reports a good demand for Wallis tractors from West Canadian territory last year and looks for greatly increased sales in 1921.

Briscoe Manager in West

A. H. Laidman, general manager of the Briscoe Motor Car Co., of Brockville, Ont., recently spent a few days in Winnipeg on his way west on a business trip, during which he will visit Regina, Calgary and Vancouver. Mr. Laidman reports the factories busy, and states that there is a distinct improvement in the automobile trade since the start of the year. With the many improvements and refinements in the 1921 models of the Briscoe car the company are already experiencing a very satisfactory demand for spring delivery from their dealer organization.

Mr. Laidman believes that there is a possibility of a car shortage this spring and summer should early orders not be placed. At present, production is too expensive for the car manufacturer to carry large stocks without definite orders. Last minute orders from dealers may therefore have to go unfilled, so that it will be a good policy for the dealer not to hold up orders placed if at all possible. Mr. Laidman attended the recent motor shows at Montreal and London, and reported good business at those exhibitions. He is optimistic as regards future conditions and looks forward to a good year in the automobile business.

White Co. Holds Tractor School

Geo. White & Sons Co., Ltd., will hold their annual tractor school at their warehouse in Brandon March 7 to 12. Among other instructors will be an expert from the factory of the All-Work tractor, the Electric Wheel Co., at Quincy, Ill., as well as an expert from Kokomo, Ind., who will explain the design, construction and operation of Kingston magnetos and carburetors. Following this school Geo. White & Sons Co., Ltd., will hold a convention of their salesmen. The lectures at the tractor school will be intensely practical, and will include demonstrations in the shop of their new three-plow tractor, which is going on the market this year. This new model is of the same horse-power as the old one, namely, 14-28. It is equipped with roller bearings throughout and other minor improvements that will appeal to tractor users.

The Newell Sanders Plow Co., Chattanooga, Tenn., a well-known U. S. plow manufacturing company, announces a 30 per cent. reduction in the cost of their plows

Fills Bins and Cars Without Scooping

Do away with dusty inside scooping; save time, labor and sacks and get more for your grain by using the

Liberty Grain Blower

Elevates, cleans and grades 300 to 800 bu. an hour with 6 H. P. Only ONE moving part. No buckets, chains or gears. One man can move it. Costs half price of old-style elevators.

FREE BOOK illustrated, explains this great improvement. Send name for copy.

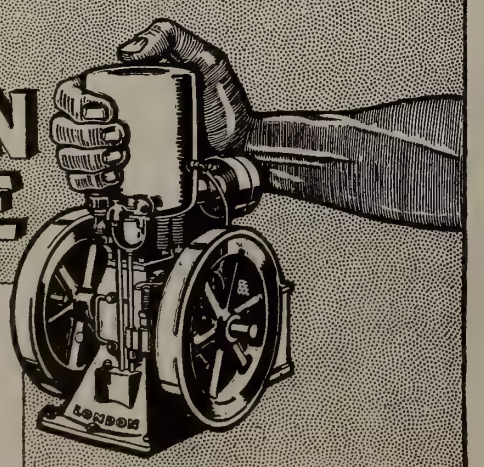
LINK MFG. CO. Dept. 708
Portage la Prairie, Man.

The Maytag Company Limited

WINNIPEG CALGARY

WRITE US, mentioning this publication, for catalogues and prices of the famous ALL-STEEL RUTH SELF FEEDER, any of the six styles of Maytag Washing Machines, Oils, Belts, Headlights, and all other Threshers' Supplies. (PRICES ON REQUEST AND SERVICE UNEXCELLED) **Do Not Delay.**

THE LONDON ENGINE



A HIGH-GRADE, vertical engine—same as in best autos—that has plenty of power and gives no trouble.

Fuel supply in base—no danger or risk of fire. Gives more power to the gallon. No tank, no fan, no packed joints.

Guaranteed against damage from freezing. All moving parts enclosed.

CANADIAN-MADE FROM START TO FINISH

WRITE FOR ENGINE GUIDE BOOK

The London is a First-Class engine sold at a moderate price

LONDON GAS POWER CO., LIMITED
32 York St. London, Can.

The Sign that Builds Business for You

Boost Your Sales with This Big, Catchy Sign

IF you can get the people *looking* your way it's easier to get them *coming* your way.

And that's just what this big, six-foot boy-and-slate signboard does for you.

It is one of the most successful advertising novelties ever produced.

We furnish you with this big sign—it's over six feet high, cut to shape and strongly constructed—with copy to chalk up on the slate so you can have something new every other day.

Everywhere this sign is put up it attracts instant and constant attention. People talk about it. And the dealers who display it get increased sales on all En-ar-co products.

Canadian Oil Companies Ltd.

TORONTO, LONDON, MONTREAL, QUEBEC,
ST. JOHN, HALIFAX, WINNIPEG, REGINA,
SASKATOON, EDMONTON, CALGARY

Mail Us This Coupon

You are surely interested in boosting your sales of En-ar-co Motor Oils, Gear Grease, Black Beauty Axle Grease, White Rose Gasoline, National Light Oil. This big sign will do it. Send the coupon to-day. It costs you nothing to know all about it. Simply fill in and mail us the coupon and we will send you full details by return mail.

CANADIAN OIL COMPANIES LIMITED

.....
(Your nearest branch)

Tell me, without obligation, how I can secure your "Boy-and-Slate" and Epigram Service.

NAME .....

STREET .....

POST OFFICE .....PROVINCE.....

I am in the.....business.
(Indicate kind of business)

C.F.I.

With the Manufacturers

The Domestic & Farm Appliances Ltd. is a new concern in Toronto.

London Motors have been incorporated at London, Ont., with a capital of $1,000,000.

The C. L. Best Gas Traction Co., San Leandro, Cal., has changed its name to C. L. Best Tractor Co.

The new factory of the Flexible Shaft Co is now in operation in Toronto under the direction of L. F. Fitzpatrick.

The Blashill Wire Machinery Co., Montreal, expects to be manufacturing wire fencing by the early summer months.

Plans have been ordered by the Splitdorf Electrical Co. for a plant to be erected at Cicero, a Chicago suburb, to cost about $700,000.

The Canadian Firol Spark Plug Co., with head office at Hamilton, Ont., has been incorporated. The capital stock of the company is $100,000.

R. H. Mulch, formerly sales manager of the Chevrolet Motor Company of Canada, Oshawa, has been appointed to a position with General Motors in New York.

B. F. Beaty, who was recently elected treasurer of the Universal Milking Machine Co., Columbus, O., at a meeting of the board of directors, has assumed his new position.

According to the Alton (Ill.) Telegram, stockholders of the Hapgood Plow Co. of that city have decided to surrender the charter of the corporation and discontinue business permanently.

It has been reported that W. R. Campbell, secretary and assistant general manager of the Ford Motor Co. of Canada, will succeed F. L. Klingensmith as vice-president and general manager of the Ford Motor Co.

Reginald Heinzelmann, forty-five years old, of Belleville, Ill., manufacturer of vehicles and an inventor, died at Palm Beach, Fla., where he had gone for his health. Mr. Heinzelmann was inventor of the Timken roller bearing.

The London Concrete Machinery Co. at London, Ontario, have lately experienced a great increase of export orders, and are enlarging their plant to meet this demand. It is further understood that this company are about to erect a large plant for the production of gasoline engines.

Canadian Perfect Wheels, Ltd., are a recently incorporated company operating at Listowel, Ontario. The goods to be manufactured are automobile wheels, disc, wire and wood, and a general line of accessories.

The Stewart Sheaf Loader Co., Winnipeg, is at present engaged in an effort to increase its capital. The company state that with increased capital a million dollars worth of sheaf loaders and separators will be produced this year.

The Delco Light Department of the Breen Motor Co., Winnipeg, held a sales convention on February 17 and 18. H. W. Prior, divisional sales manager for the Delco Light factory, addressed the convention.

The Matthews Engineering Co., Sandusky, Ohio, is completing a factory addition, 100x140, which will be used for increasing the production of its Matthews Full Automatic lighting plants.

The Bates Machine & Tractor Co., Joliet, Ill., has announced a reduction of $255 on the Bates Steel Mule tractor. This is a cut of 13½ per cent from the price asked during the past season.

Harry A. Reed, for the last five years western sales manager of the Hart-Parr Co., has entered the distributing business at Omaha, Neb., as general manager of the Omaha Tractor & Supply Co.

W. Youngblud, lately tire sales manager of the Quebec division for the Dominion Rubber System, assumes the position of sales manager of the tire department for Ames-Holden-McCready, Limited.

The Oak Tire and Rubber Co. Limited, have found that increasing business during the past year necessitates an expansion of their plant at Oakville, Ont. A storey is to be added to the present building.

William Beardmore & Co., of Glasgow, Scotland, have recently opened a Canadian branch in Montreal, where they are showing a water pump that promises to be a great success among Canadian users.

The Rock Island Plow Co., Rock Island, Ill., announces the appointment of B. T. McDonald as works manager. Mr. McDonald comes from the Moline Plow Co., with whom he has been connected for several years.

The Stinson Tractor Company, Superior, Wis., will open with a full operating force in the very near future. The sale of $217,000 worth of stock, proceeds of which are to be used in the enlargement of the plant, has practically been completed.

The Timken Roller Bearing Co., Canton, O., announces the appointment of L. M. Klinedinst as assistant manager of sales. Mr. Klinedinst has served the company for several years as manager of the tractor and implement division.

See & Smith Motors, Limited, have been incorporated to manufacture engines, motors, machinery, automobiles, trucks, accessories, etc., with $260,000 capital, by James S. Beatty, John R. Rumball, and others. The head office will be at Toronto.

C. M. Eason has resigned as vice-president of the Hyatt Roller Bearing Co., and on March 1st joined the Samson Tractor Co., Janesville, Wis. Mr. Eason's work in the Hyatt organization has been taken over by B. G. Koether.

Antigo Tractor Co., Antigo, Wis., has bought the plant of the Murray-Mylrea Co., where its tractors have been manufactured for some time past. The tractor company recently increased its capitalization from $500,000 to $1,000,000.

A large piece of land has been purchased by the Anglo-American Motors, at Mimico, Ont., for the erection of a factory for the purpose of manufacturing the La Marne automobile. The purchase price is in the neighborhood of $100,000.

Oliver T. Eads was elected vice-president of the Collins Plow Co., Quincy, Ill., at a recent directors meeting. He has become a stockholder in the corporation also. Mr. Eads was formerly general manager of the Collins company.

The Splitdorf Co. is now installed in the new Splitdorf Bldg., 2,900 Michigan Blvd., Chicago. The building now houses the consolidated executive offices of the branches of the Sumter division and the Splitdorf Service & Sales Co., now known as the Splitdorf Co.

The Hold-Mar Vacuum Piston, Ltd., has been incorporated to manufacture iron and steel products, with a capital of $100,000, by Charles H. Yochum, 107 Gilmour Avenue, Toronto; Ernest M. Brooks, and others. The head office of the company will be at Toronto.

An addition to the plant of the Chatham Malleable and Steel Manufacturing Company, Limited, manufacturers of automotive and hardware specialties and sanitary stable equipment at Chatham, Ont., is now complete, and the necessary machinery is now being installed.

F. E. Myers & Bro., Ashland, O., have issued new prices on their lines of pumps, hay tools, door hangers, clamps, merchandise conveyors, store ladders,

MACKENZIE, THOM, BASTEDO & JACKSON

Barristers, Solicitors, etc.

REGINA, SASK.

Solicitors for:

Advance-Rumely Thresher Co., Inc.; Aultman & Taylor Machinery Co., Ltd.; Robt. Bell E. & T. Co.; J. I. Case Threshing Machine Co.; Canadian Avery Co., Ltd.; Canadian Tillsoil Farm Motors, Ltd.; Canadian Oliver Chilled Plow Works, Ltd.; DeLaval Dairy Supply Co., Ltd.; Emerson-Brantingham Implement Co.; Hart-Parr Company; International Harvester Co. of Canada, Ltd.; A. Stanley Jones Co., Ltd.; Minneapolis Steel & Machinery Co. of Canada, Ltd.; Minneapolis Threshing Machine Co.; Nichols & Shepard Company; Petrie Manufacturing Co., Ltd.; Sawyer-Massey Co., Ltd.; Stewart Sheaf Loader Co., Ltd.; Tudhope Anderson Co., Ltd.; Watrous Engine Works Co., Ltd.

KINGSTON

IGNITION SERVICE

SPARK PLUGS—COILS
MAGNETOS—SWITCHES

KOKOMO ELECTRIC CO.

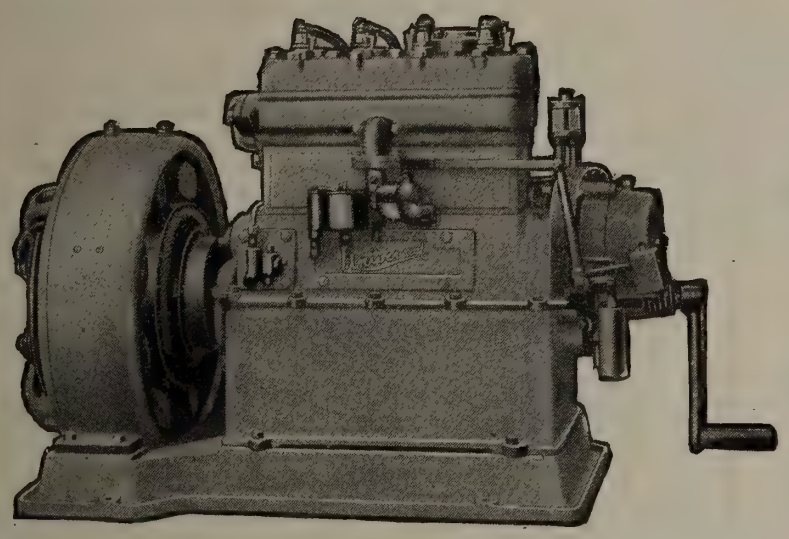
KOKOMO - - - INDIANA - - - U. S. A.

Unlimited Sales Possibilities

with the 110 Volt

Northern Electric

Universal Power and Light Plant



110 Volt Universal Power and Light Plant

WHATEVER call is made upon you for a dependable Power and Light Plant, you can readily specify the Northern Electric 110 Volt Universal.

The design of the Universal Plant embodies every requirement of a substantial generating system. The motor is of 4 cylinder, cast-en-bloc construction. Four inch stroke: demountable head. Is water cooled and of the highest grade material and construction throughout. Will operate on either gasoline or kerosene.

This Plant is furnished with or without batteries as desired.

For town, store, house or farm lighting, the Universal Plant is supreme and it is being used with great success in boat lighting, wireless telegraphy, moving picture machines, battery charging, etc.

Right in your territory there is many a use for such a plant. One or more on your floor will open up a field of vast possibilities. Investigate our Dealer proposition to-day.

Our nearest Branch House will send you full particulars

Northern Electric Company

LIMITED

MONTREAL QUEBEC TORONTO WINNIPEG CALGARY EDMONTON
HALIFAX OTTAWA HAMILTON LONDON WINDSOR REGINA VANCOUVER

LONDON CONCRETE MIXERS

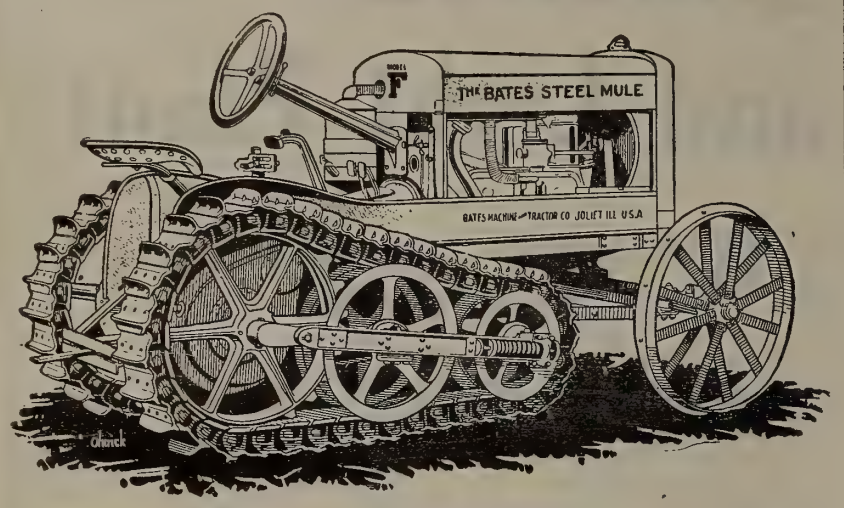
This type machine made in two sizes. Capacities **40** and **60** cu. yds. per day respectively. **Thousands** in use for such work as building Foundations, Barn Walls, Silos, Piers, Abutments and Irrigation work. Described in Bulletin B. Agents make big money selling London Concrete Mixers, Block Machines, Brick Machines, and other London Lines.

Write for catalogue and terms for agents.

London Concrete Machinery Co. Limited

DEPT. K LONDON, CANADA

DEALERS WANTED



Territory is now being assigned in MANITOBA, SASKATCHEWAN and ALBERTA, for

THE BATES STEEL MULE

AND

THE BATES WHEEL TRACTOR

Crawler-type tractors in 18-25 H.P. and 25-35 H.P. Wheel-type in 15-25 H.P.

Can absolutely guarantee to fill all orders for this year—factory capacity increased to 300 tractors per month.

Bates' dealers can guarantee more power per dollar than any other machine on the market. Place one tractor in a district and it will sell every other prospect. If you want to connect with a real live proposition, write, phone or wire—

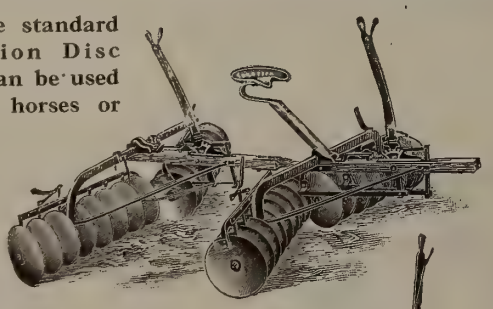
Jones Tractor and Implement Co., Ltd.

REGINA, SASK.

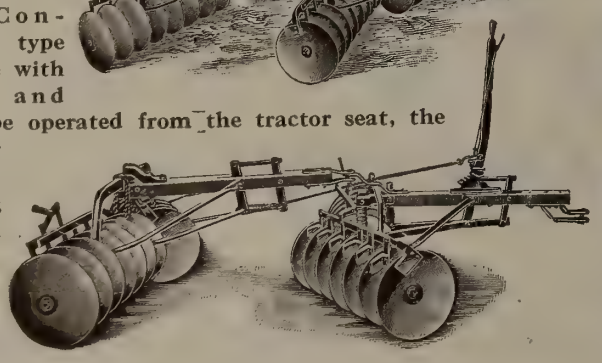
CANADIAN DISTRIBUTORS FOR BATES TRACTORS

Three Types of BISSELL Double Action Tractor Disc Harrows

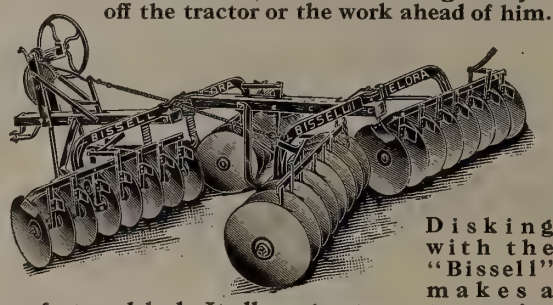
No. 1 is the standard Double-Action Disc Harrow, and can be used with either horses or tractor.



No. 2 is our one lever Unitary Controlled type for use with Tractor, and it can be operated from the tractor seat, the one lever operating both machines.



No. 3 is our Handy Controlled type, admitted to be the latest development in Disk Harrow construction. By turning the wheel, the cut of both Harrows can be changed as much or as little as desired. Under average conditions from one-half to three-quarters turn of the wheel is sufficient. The tractor operator can reach the wheel without changing his position, and he is able to regulate the cut of both harrows without taking his eyes off the tractor or the work ahead of him.



Disking with the "Bissell" makes a perfect seed-bed. It allows greater root expansion for the growing crop. Bissell Double-Action Disk Harrows are especially suitable for use with light tractors or with horses. Above cuts show some sizes suitable for light tractor.

Manufactured by T. E. BISSELL Co. Limited, Elora, Ont.

Sold by: JOHN DEERE PLOW CO. LTD., Winnipeg, Regina, Calgary

porch and lawn swings, etc. The new prices show reductions on the major portion of the products of from 10 to 15 per cent.

While inspecting the Janesville plant of the Hudson Mfg. Co., President Hanna announced that an increase of 25 per cent in the production of the Janesville works will be made this year. The company also contemplates improvements in the plants at De Pere, Wis., and Hastings, Minn.

The International Malleable Iron Co., Guelph, Ont., have installed, in an addition to their plant, complete equipment for the machining of their malleable and cast iron pipe fittings and malleable and gray iron castings. This plant has practically doubled in capacity in the last five years.

The Moline Plow Co., Moline, Ill., announces the promotion of H. B. Dinneen to take charge of the production of all Moline implements. Mr. Dinneen, who formerly was manager of the John Deere Plow Works, has served one year as general trade manager of the Moline company.

The Holt Farm Light Co., of Toledo, has been chartered with a capital of $1,000,000 for the purpose of manufacturing a farm lighting plant. The new company has taken over the plant and assets of the Automatic Light Co., of Ludington, Mich., manufacturers of the Holt 110-volt direct current, without storage battery farm lighting system.

The Huron Specialty Casting Company, now located at Clinton, Ont., will move to Goderich when their plant now in course of construction there is completed. The present plant commenced operation on June 20th, 1920. It is a building 40x200 feet with a capacity of three tons or more of grey iron castings a day.

Death came suddenly February 3 to A. T. Van Scoy, who was in charge of the International Harvester Co. plant at Milwaukee, Wis. Returning from luncheon, he fell unconscious in the lobby of the building in which his office was located and died in a few minutes.

A new industry, which will be in operation early this month at Brockville, Ont., is Machinery and Foundries, Limited, recently incorporated to manufacture hand and power pumps and gray iron and brass castings. The plant of the company consists of a machine shop 275x50 feet and a foundry 150x60 feet.

One of the latest additions to the line of the Avery Co., Peoria, Ill., is a silo filler of 8-10 ton capacity. The machine is built to combine light weight with large capacity and durability. Special pains have been taken to make it light running. The throat and feed hopper are 13 inches wide, and the cut is full 13 inches.

The Brantford Computing Scale Co., Limited, have acquired the Ker & Goodwin plant in West Brantford and will move their business there. The building was originally built for munition purposes and is 100x360 feet, with about 15½ acres of land. The manufacture of small motors and cream separators is under contemplation, but has not been definitely decided upon.

Allis-Chalmers Reorganzie Tractor Division

The Allis-Chalmers Mfg. Co., Milwaukee, announce that B. M. Seymour succeeds F. W. Kamm as manager of the tractor division. Geo. J. Gardiner has been appointed assistant manager and sales manager. The advertising department will be in charge of L. C. Pounds, formerly of the Louisville, Ky., branch. A. M. Bauman is assistant advertising manager. C. Edwin Search will act as general works manager, assisted by members of the tractor committee.

The company recently completed a new foundry, 500x140, with basement. This has been equipped with a view to securing maximum production. It provides a capacity for all engine and transmission castings required to produce 100 tractors per day.

Hard work, determination and foresight; they're the boys who bring home the bacon!

Notice to Dealers

WESTERN IMPLEMENTS LIMITED, beg to advise the trade that they have purchased the business of the Metal Specialty Company Limited, and are now manufacturing:

Farmers' Special Fanning Mills
Rotary Automatic Picklers
Beaver Automatic Picklers
Corrugated Steel Stock Tanks
Fordson Fenders
Beaver Brand Indented Cylinders and Rotary Screens for Cleaning and Grading Seed Grains

It will be a money-maker to you to handle these lines, together with the

Plow Shares, Wood Goods, Binder and Mower Repairs, etc.

sold by us in the past. We are also distributors for Saskatchewan of the

Christiansen Mulcher Packers and Plow Harrows

Write for New Price List. *We Ship Promptly.*

Western Implements Limited

6th AVE. & SCARTH ST. :: :: REGINA, SASK.

Dealers: Now is the Time to Order

"BULL DOG" Smut Cleaners

Two Sizes: 18 and 24-in.

The only Machine that will Successfully Treat Oats and Barley

We Ship the day Order is Received

Absolutely Guaranteed to Kill Smut. Clean Seed Means Bigger Yields

No other machine built will successfully clean oats and barley. The "Bull Dog" does this because of our patented feeder device. This attachment forces every floating kernel THROUGH THE SOLUTION, thoroughly treating it. The "Bull Dog" operates by hand or power. Strongly built and braced. Extra long carrier for wagon box delivery. False perforated bottom in carrier—no liquid is wasted. Large, low feed box. Double paddle skimmer. Large galvanized, rust-proof tank.

DEALERS: Don't delay ordering. This machine sells easily because it does better work than any other. Show your customers that clean seed pays.

THE TWIN CITY SEPARATOR CO. LTD.

QUELCH STREET : : WINNIPEG, MAN.

Address all Correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

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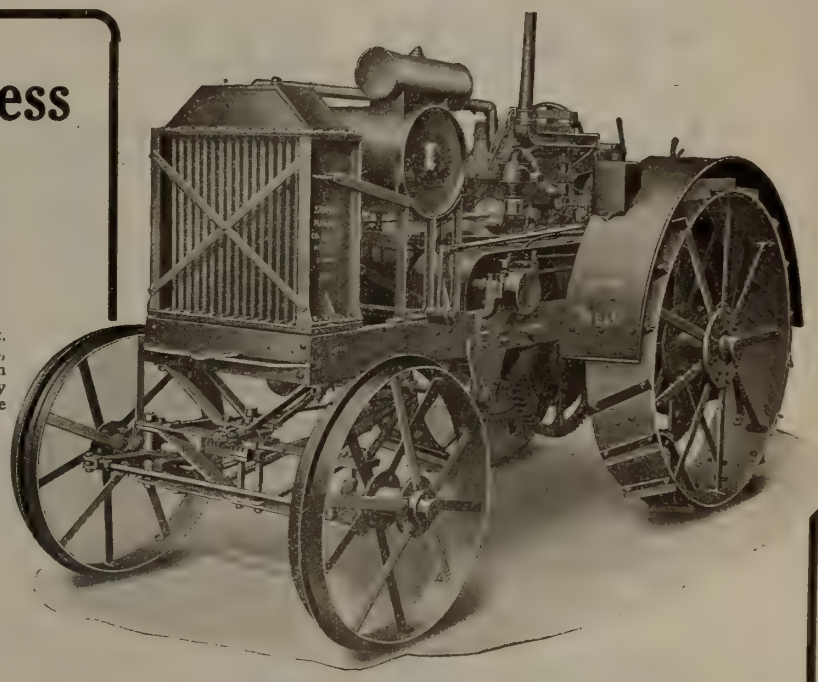
For Substantial, Profitable Business

SAWYER-MASSEY
Tractors——Threshers
Road-making Machinery

To assure cheaper production the farmer must use the most up-to-date equipment. Sawyer-Massey tractors and threshers mean greater acreage, bigger crops and better profits, at lower cost. Our goods are backed by an unequalled reputation for quality, construction and efficiency in operation. Known everywhere, Sawyer-Massey lines sell easier—and stay sold. The Sawyer-Massey line means prestige and profits for the man who handles it. Live Western dealers should communicate with us at once.



Write the Nearest Branch

We are Canadian Distributors of

Wallis Tractors and J. I. Case Plow Works Company's Power Tillage Implements

With the Wallis Tractor and J. I. Case Plow Works Co.'s Tractor Tools the dealer has a line that is time-tried and proven. We can supply you with full information on this line by return mail. Are we represented in your district? If not, grasp this money-making opportunity.

For literature, prices and agency details, address

Sawyer-Massey Company Limited

Head Office and Factories: Hamilton, Ont.

WINNIPEG REGINA SASKATOON
CALGARY EDMONTON

Northcott Appointed General Sales Manager

The Goold, Shapley & Muir Co., head office, Brantford, Ont., announces that C. W. Northcott, manager of the Regina branch of the company, has been promoted to the position of general sales manager. Mr. Northcott left Regina on March 5th, and is now resident in Brantford. In his new post he will have supervision over all sales, both east and west, and jurisdiction over Western Canada. Mr. Northcott, as general sales manager will make frequent trips over the western territory in connection with business in the western field.

C. W. Northcott was born in Durham county, Ontario, in 1882, and was educated in the public and high schools at Markham. When sixteen years of age he entered the employment of the Ontario Wind Engine & Pump Co., Toronto, being transferred to the Winnipeg branch when it was opened in 1904.

In December, 1906, he severed his connection with this concern, entering the hardware business in Calgary, where he remained for one year. He then went to Brandon as sales manager of Manitoba Engines, Ltd. In April, 1911, he went to Calgary where he opened a branch for Manitoba Engines, Ltd., remaining there until November, 1915, when he came east to Regina as manager of the Saskatchewan branch of Goold, Shapley and Muir Co., Ltd. In 1918 Mr. Northcott was placed in charge of all western business of his company, which position he has held with marked success until his recent appointment to the important position of general sales manager of the organization on March first, 1921. With a wide experience in the trade, and possessed of great sales and executive ability, Mr. Northcott is eminently suited for the post he now occupies with the Brantford organization. His many friends in the west will learn with pleasure of his well-merited promotion.

C. E. Bell who has been assistant manager at Regina for the past year, will have charge of sales for Saskatchewan, while F. A. Nuttall will continue in charge of sales for the Goold, Shapley organization in Manitoba territory. Alberta business, as in the past, will be handled through United Engines & Threshers, Ltd. C. E. Trott will have charge of all western credits and collections for the company.

Class in Session at Advance-Rumely 1921 Dealers' School

Advance-Rumely Held Dealers' School

The accompanying picture was taken during the Advance-Rumely 1921 Dealers' School, held at La Porte, from January 31st to February 11th, and shows a scene in the laboratory, where the dealers were given detailed instructions on the Oilpull tractor and Rumely truck. This school was held in two sessions—tractor session and truck session. Four high-class entertainments were given during the school, and midway between the two sessions a banquet was held.

The dealers spent their time profitably in the lecture room, in the laboratory, and on tractor operation. The lectures and classes, which proved so successful last year, were carried out practically the same this year.

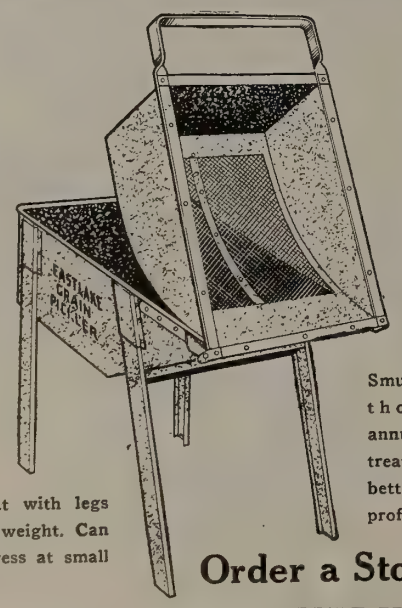
The dealers who attended, left at the school's close with renewed enthusiasm, for they had learned fully regarding the quality of Rumely products, and the strength of the Company behind the product. They are now well equipped to render real service to Oilpull owners, and to give expert assistance to their trade.

You may have all the time in the world, but don't judge the importance of the other fellow's time by that of your own.

Guarantee Your Customers Clean Seed by Selling Them

"EASTLAKE" Grain Picklers

Made of Heavy Galvanized Iron. Strongly reinforced. A strong, well-made Smut Destroyer, at a price that meets any competition.



Note the position of strong, galvanized mesh. Grain can be dumped rapidly without wasting any solution. Saves its cost in a single season.

Smut causes a loss of thousands of dollars annually. "Eastlake" treated seed means better yields and bigger profits.

Crated for shipment with legs detached. Light in weight. Can be shipped by Express at small cost.

Order a Stock---*NOW*

Immerses and Treats EVERY KERNEL

The Pickler season is here. Your business depends upon the success of your customers. The use of thoroughly clean, treated seed grain is essential. With the "Eastlake" Grain Pickler, the farmer can immerse his seed for a few seconds or several minutes as desired. Using the "Eastlake" he assures the complete eradication of smut balls, and prevents possible loss. A low-set, strong and efficient pickler with ample capacity for any farm. Display one on your floor right away. Profitable business will follow.
Concentrate on "Eastlake" Products this year. A complete line of Galvanized Shingles, Siding, Eave-Trough, Well Curbing, Culverts, Tanks, Garages, Portable Granaries, etc. Ask for illustrated literature and agency proposition.

The Metallic Roofing Co., Limited
Manufacturers
797 Notre Dame Ave. WINNIPEG, MAN.

MAX OIL WAGON TANKS

A PROFITABLE SELLER AT THIS SEASON

Built to Last and Give Satisfactory Service

A COMPLETE TANK Ready to Use, at a Low Price

305 and 435 Gals. Capacity

WRITE NOW FOR FULL PARTICULARS, :: :: PRICES AND DISCOUNTS :: ::

Western Steel Products Limited

WINNIPEG Man. REGINA Sask. CALGARY Alta. EDMONTON Alta.

Sell Front Seed Delivery
McCormick and Deering Grain Drills

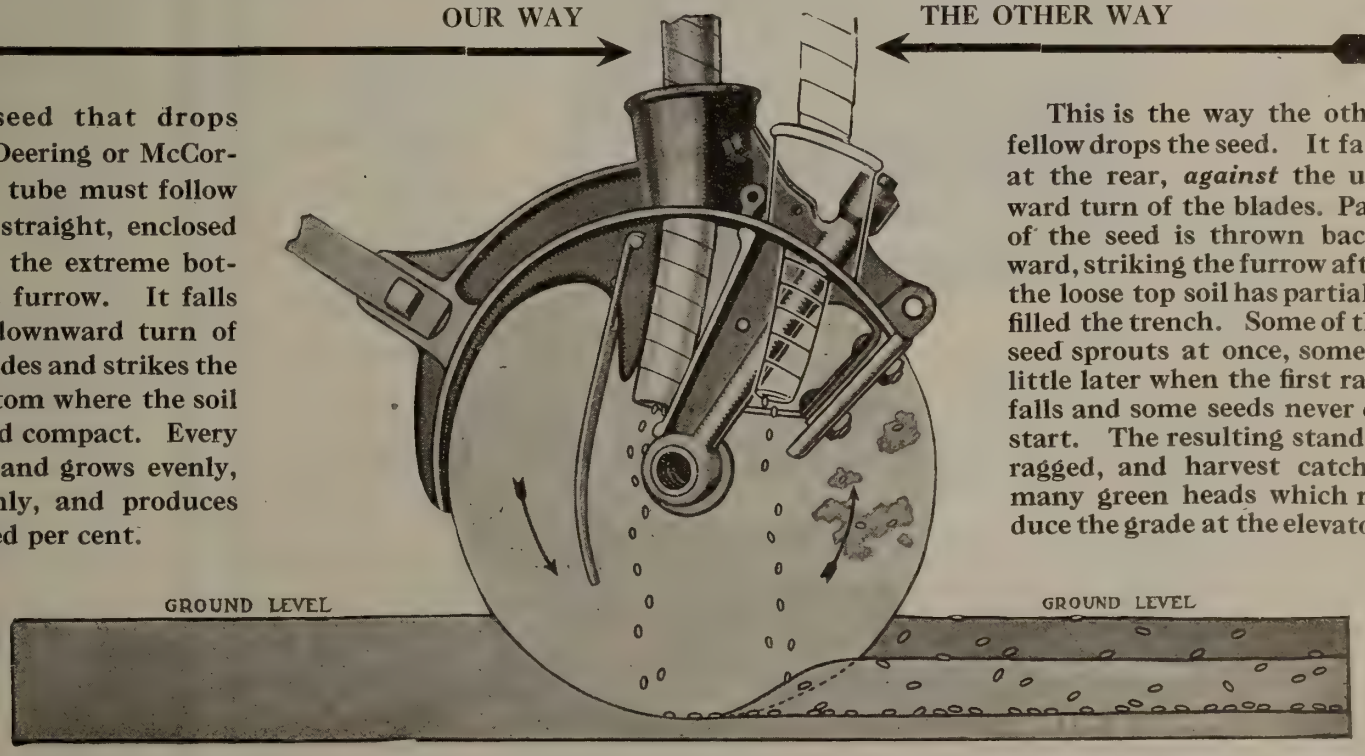
OUR nation wide advertising campaign has sold and is selling thousands of these crop-increasing drills. There is a real reason back of the growing popularity of Deering and McCormick double disk grain drills. Front seed delivery actually increases crop yields. Unquestioned farmers' testimony establishes this fact. You can sell Deering or McCormick drills on this one feature alone, aside from the other strong points of construction that make for light draft, accuracy and durability.

OUR WAY

Every seed that drops through a Deering or McCormick grain tube must follow the clean, straight, enclosed channel to the extreme bottom of the furrow. It falls with the downward turn of the disk blades and strikes the furrow bottom where the soil is moist and compact. Every seed starts and grows evenly, ripens evenly, and produces one hundred per cent.

THE OTHER WAY

This is the way the other fellow drops the seed. It falls at the rear, *against* the upward turn of the blades. Part of the seed is thrown backward, striking the furrow after the loose top soil has partially filled the trench. Some of the seed sprouts at once, some a little later when the first rain falls and some seeds never do start. The resulting stand is ragged, and harvest catches many green heads which reduce the grade at the elevator.



When the Trade Comes it will Come With a Rush. Don't be Caught Unprepared

MADE IN CANADA International

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST JOHN, N. B.

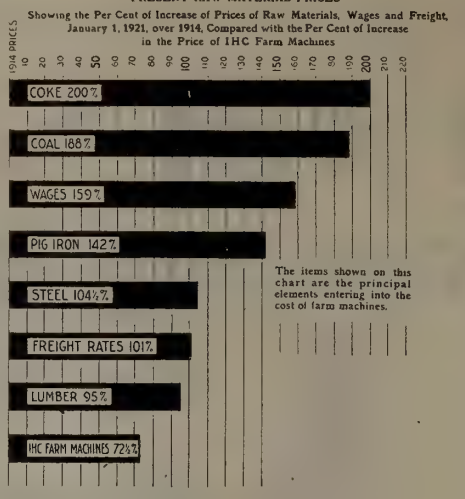
MADE IN CANADA International

The Price Situation and Raw Material Costs

The International Harvester Co., Chicago, have issued a general letter on the price situation in the industry, also a series of excellent charts showing the advance in price of other commodities as compared with farm implements. The company state that their prices have never advanced in proportion to the advances made on other articles of general consumption. According to U.S. Government statistics, cloths and clothing went up to a figure of 258 per cent above 1914 levels. At January 1st last, despite substantial reductions, the present price of these commodities are still 122 per cent above 1914 levels. The present prices of International farm machinery are 72½ per cent above 1914 prices. The general letter issued says in part:

"As a further reason for the drop in the textile prices, the raw materials, both wool and cotton, have suffered a severe decline; while the present prices of materials used in the construction of farm machinery still show a much greater advance over 1914 levels than do farm machinery prices. The January 1st, 1921, prices, as shown on Chart 3, show the present prices of coke carry an increase over 1914 of 200 per cent, coal 188 per cent, pig iron 142 per cent, steel 104½ per cent, lumber 95 per cent, wages 159 per cent, freight rates 101 per cent; while the prices of I.H.C. farm machines show an average increase of only 72½ per cent.

"We are not attempting to predict the course of future prices, but wish to call attention to the


PRESENT RAW MATERIAL PRICES
Showing the Per Cent of Increase of Prices of Raw Materials, Wages and Freight, January 1, 1921, over 1914, Compared with the Per Cent of Increase in the Price of IHC Farm Machines
1914 PRICES
10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220
COKE 200%
COAL 188%
WAGES 159%
PIG IRON 142%
STEEL 104½%
FREIGHT RATES 101%
LUMBER 95%
IHC FARM MACHINES 72½%
The items shown on this chart are the principal elements entering into the cost of farm machines.

fact that 80 per cent of the cost of materials listed and 72 per cent of the transportation cost are paid for labor; and that future prices, whether up or down, must be governed largely by the fluctuations in the labor rate.

"During 1919 we reduced the prices of our machinery, believing that costs would come down. Contrary to our expectations, however, costs of material and labor did not decrease; in fact, these costs kept on increasing and we were forced to readjust our prices upward.

"The charts we enclose have been made up from government figures and from the best available information. They show conclusively that during and since the war we have been able to hold the price of farm machinery nearer the 1914 price levels than any similar manufactured product. In fact, farm implements are the lowest in price of any product, manufactured from materials such as enter into farm machines, offered to the American public to-day."

Reference to the chart shown brings out the following very important points:

The prices of raw materials, wages and freight, the items which determine the cost of production, are still advanced above 1914 prices to a point far beyond the price of the finished machines. The price at which a manufactured product can be sold is determined by the cost of production, and it should be evident from this chart that the cost of production of farm machines to-day would justify an even higher price than is quoted for the finished product.

The prices of I.H.C. farm machines to-day are nearer the 1914 prices than are the prices of any of the materials or items entering into the cost of producing these machines.

Note further:

Eighty per cent of the cost of producing farm implements is paid for labor—not only the labor in the implement factories, but the labor employed in producing the materials consumed by them and in the transportation of these materials to the factories. Much of this 80 per cent labor cost is, therefore, beyond the farm implement manufacturer's control.

Quebec Finances Tractor Purchases

With a view to encouraging the purchase of tractors on credit by Quebec farmers, the Banque Nationale has agreed, at the request of the tractor company with whom an arrangement was made by the Quebec Department of Agriculture, to advance the amount necessary for the purchase of a tractor to any reliable farmer. These advances are made through any of the bank's two hundred and seventy-two branches.

"STANDARD" FANNING MILLS

Mean Graded Seed--Greater Crops--Greatest Profits

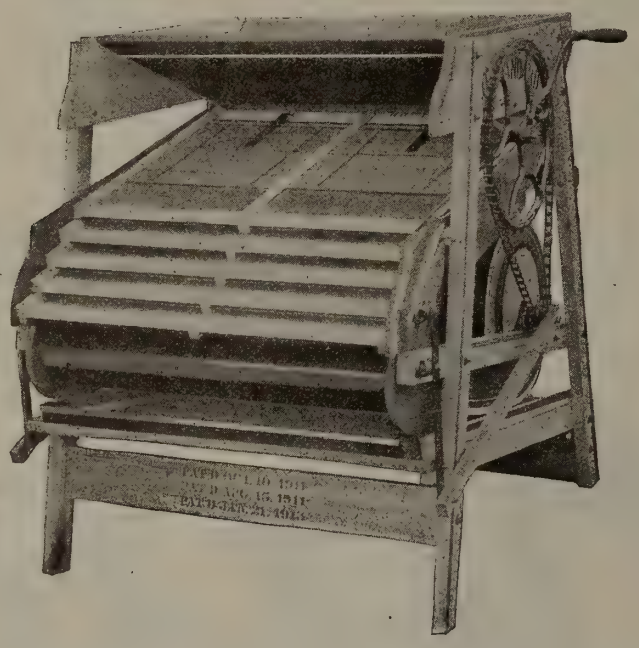
Canada's Foremost Grain Cleaner

◎ ◎

Clean, Grade and Separate ALL GRAINS

◎ ◎

Assures Better Crops for the Farmer—Better Business for the Dealer



Four Sizes: 24, 32, 40 and 48 Inch

◎ ◎

Exceptional Capacity

Strongly Built

Smooth Running

They Capture the Trade for the Dealer

Over each of the five wheat gang sieves we have a set of stationary wooden slats, which work on the sieve, at all times keeping the sieves clean, evenly distributing the grain over the FULL surface of the sieve so that EVERY part of the sieve MUST be doing its share of the work and EVERY kernel of grain must come in contact with the sieve. This is the reason no wheat goes over with the tailings, as is the case with most cleaners. These slats PUSH the wheat through the perforation, keeping the oats flat and carrying them over. That is why we can guarantee twice the capacity of any other mill having the same sieve surface. THE WEATHER WILL NOT AFFECT THESE SLATS.

"STANDARD" Mills are guaranteed to perfectly separate Wild and Tame Oats from Wheat and Barley. Also clean and grade: Wheat, Oats, Barley, Flax, Rye, Timothy, Alfalfa and all Grass Seeds. They clean and grade more grain in an hour than any other fanning mill built—and do it TWICE AS WELL.

The "STANDARD" is an all-purpose, large capacity machine which is meeting the requirements of the most particular farmer and seedsman. Don't fail to see it.

Note These Features:

- Adjustable Force Feed Works Automatically, without adjustments;
- Interchangeable Screens. Strong, sagless sieves;
- Improved gangs, with distributors and wild oat separator;
- Adjustable deflector for regulating the undershot blast;
- Double-head baggers or wagon box elevators can be supplied for all sizes.

DEALERS:—Write for full Particulars

THE STANDARD FANNING MILL COMPANY LTD.

WINNIPEG : : MANITOBA

New Huber Manager at Brandon

H. W. Brown, Minneapolis, manager of the business of the Huber Manufacturing Co. in the North-western states and Western Canada announces the appointment of F. X. Chauvin as manager of the Winnipeg branch of the company. Mr. Chauvin succeeds Joe Neilly who managed the business of the Huber organization at that point for several years. Mr. Neilly's future plans are not announced.

Mr. Chauvin was formerly connected with the Sawyer-Massey Co. and Mitchells Hardware Ltd., at Brandon. The Huber Manfg. Co., at Marion, O., are very busy at the present time. They usually operate on part time during the fall months. This year the factory has been working at full capacity on full time turning out tractors and threshers for the spring demand. They have large stocks ready for West Canadian business.

Fairbanks-Morse Executives Visit Winnipeg Office

C. J. Brittain, vice-president in charge of sales of the Canadian Fairbanks-Morse Co., Montreal, recently spent a few days at the Winnipeg office of the company. Mr. Brittain left Winnipeg for Vancouver and will return east the latter part of the month, stopping off for a few days at Winnipeg on his way east. Mr. Brittain was formerly manager of the Winnipeg branch of the company.

Recent visitors to the Winnipeg branch were George L. Nies, manager of the Calgary branch, and A. I. Turnbull, manager at Saskatoon.

Massey-Harris Manager Dead

D. Macpherson, manager at Yorkton for Massey-Harris Co., died suddenly on March 1st. He was buried in Winnipeg on March 4th. The late Mr. Macpherson had been with the firm since 1903, his record being one of steady advancement. He leaves a widow and three children.

New International Posters

In the implement trade the aggressive dealer will find that selling repairs for machines already in the field is one of the best paying lines that can be handled.

The International Harvester Co., Chicago, recently issued two large attractive posters dealing with their repair service. These posters should be a business building possibility when hung on the walls of the dealer's warehouse. Probably more repair parts will be sold during 1921 than during any previous year. Repair trade pays a bigger profit per dollar of investment than any other line of farm equipment the dealer can handle. In addition, prompt repair service is something the value of which the dealer cannot overlook in connection with his business.

Be it ever so homely, there's no face like your own.

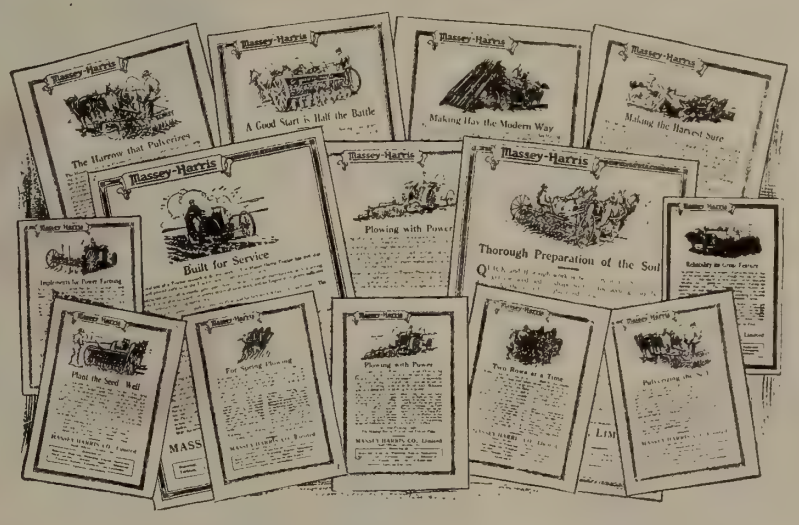
C. R. Stephens Dead

Charles R. Stephens, formerly one of the principal owners of the Moline Plow Co., Moline, Ill., died suddenly at Los Angeles, on February 9th. He was a brother of G. A. Stephens, and younger son of George Stephens, one of the founders of the company. The deceased gentleman was born at Moline in 1862. Since the sale of the Stephens interests in the plow company to John N. Willys, Mr. Stephens had spent most of his time in California. He had recently purchased one of the finest residences in Los Angeles.

Gilson Handle Vega Cream Separators

The Gilson Manufacturing Co., of Guelph, Ont., have been appointed distributors for the Vega Cream Separator, manufactured by the Vega Separator Co., Ltd., of Eskilstuna, Sweden. The arrangement applies to Ontario and all of Eastern Canada.

Massey-Harris



Ads That Help the Implement Dealer

THE Advertisements reproduced above are a few of a series now appearing in all of the leading Farm Papers.

Every Implement Dealer realizes how much easier it is to sell a well advertised line of implements. This is because the "Prospect's" mind has been favorably impressed by the reading of the Ads, and in fact, in many cases, the reading of the Ads creates your "Prospect."

This Farm Paper Series, together with our Direct-by-Mail Advertising, consisting of numerous attractive folders are a powerful factor in preparing the way for the Massey-Harris agent, and in making it easy to sell Massey-Harris Implements.

No need to explain who Massey-Harris is, and what the name stands for. It is known to all farmers and stands for the best in Farm Implements, and has done so for generations.

Applications for representation in vacant territories should be addressed to the Manager of the Branch nearest you.

MASSEY-HARRIS COMPANY, LIMITED

HEAD OFFICE - TORONTO, ONT.

Branches at—Montreal, Moncton, Winnipeg, Regina, Saskatoon, Swift Current, Yorkton, Calgary, Edmonton. *Transfer Houses at*—Vancouver and Kamloops.

Warehouses at many other points.

"I'LL TELL CANADA"

An advertising campaign in the leading farm journals and newspapers, covering every province, will carry the CaloriC message of comfort and economy throughout the Dominion in 1921. CaloriC advertising and sales co-operation is a most valuable asset to the CaloriC dealer.

CALORIC PIPELESS FURNACE IN CANADA

The CaloriC is the same heating plant that is such a phenomenal success in England and other European Countries, in Alaska and the United States; hundreds of Calorics also have been installed in the Dominion of Canada.

OPPORTUNITY FOR DEALERS

Thousands of prominent merchants in different countries have found the CaloriC the nearest to 100% satisfactory of any article they have ever sold, and with many it has rapidly developed into the biggest asset of their business.

The CaloriC has these distinct advantages from the merchandising standpoint:

A simplified warm-air heating system with a market in almost every home—also a vast market in heating stores, churches and other buildings.

Low in cost and easily and quickly handled with small capital.

Dealer profits that are exceptionally attractive.

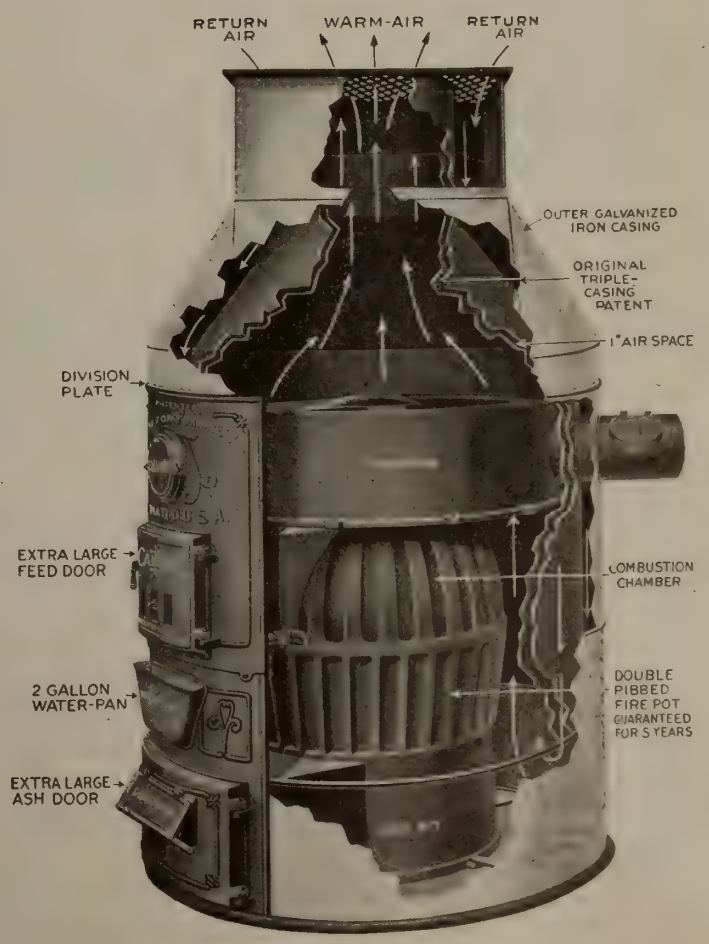
Sold under a Moneyback Guarantee that protects both seller and buyer.

Proven and perfected through years of service—over 125,000 Calorics in use.

Selling Season every day in the year. Exclusive selling territory.

Backed by the whole-souled co-operation of one of the most successful selling organizations in the world.

For details of the CaloriC opportunity, write or wire today to



THE MONITOR STOVE CO., LIMITED

205-N Hobberlin Office Bldg., 9 Richmond Street, East

Toronto, Ontario

DISTRIBUTING POINTS

Toronto Winnipeg Saskatoon Vancouver Quebec St. Johns Charlottetown

DISTRIBUTORS

Saskatchewan and Alberta—CANADIAN SUPPLY COMPANY Ltd., Saskatoon

British Columbia—McLENNAN & McFEELY, Vancouver

Quebec—P. T. LEGARE, LTD., Quebec

U.S. Trade Relations

Reports from Washington dealing with the general revision of the tariff show that great interest is being taken in the matter of tariff revision as connected with the farm equipment trade. It is realized that changes in tariff conditions may have a dual effect —upon Canadian equipment imported by the United States and also as regards Canadian imports of farm machinery from that country. The trade balance lies with the U.S.

As we are well aware, Canadian legislators are following tariff developments at Washington very closely. At the same time there is an insistent demand from Western Agriculturists for a reduction of duties on farm implements, or for free entry of farm equipment of all kinds. A Washington correspondent of Farm Implement News, says that this demand is based on the fact that the farmer in Western Canada feels that the eradiction of entry duty on implements would make them available to the farmer at lower prices than similar Canadian-made machinery.

In addition, the fact exists that a very large percentage of farmers in Western Canada crossed the line from the United States so that they have a preference for machinery with which they are familiar through having used specific makes while farming in the south. Nevertheless, while Canadian manufacturers of farm equipment ask for protection so that the farm equipment industry in the Dominion may have an opportunity to develop, many manufacturers of machinery in the United States are impressing strongly upon congress the fact that Canadian implements are entering the United States duty free—and in steadily increasing volume. In effect, they claim that Canadian farm equipment competition is such that it requires attention as regards the revision of tariff schedules by the U.S. As an example, scythes, sickles and hay knives made in Canada enter the United States duty free, while Canada's import tariff on this class of goods is 20 per cent. Representatives of the edge-tool trade in the States allege that there should be a tariff of 33 1-3 per cent against the import of such goods. Cream separator manufacturers in the States are also disturbed because of the report from Ottawa that it is proposed to take cream separators, as imported, from the free list and place them in the dutiable class.

The whole question, as the above mentioned Washington correspondent says, is one that is delicate and complex. Canada is the best customer of the United States, yet the manufacturer in that country is not viewing with equanimity the importation from Canada of implement specialties, disc harrows, threshers, etc. At the same time, alterations in tariff conditions on the part of either country will naturally have a direct effect upon the purchasing power of the farmer through probable increase in price of competitive lines in either country which enter into competition as regards sale. Tariff readjustment is too often a factor that affects the individual consumer, and at present prices, on both sides of the line, selling is a hard enough proposition without being made materially worse.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
812 CONFEDERATION LIFE BLDG. WINNIPEG, CANADA

SUBSCRIPTIONS
$1.00 per year in Canada: Foreign $1.25 per year Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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WINNIPEG, CANADA, MARCH, 1921

Supply and Shipment

At the present time, when the tendency of the dealer is to order only when the goods are required, there is a possibility of a serious situation arising as regards shipment in the trade. Even the most efficient factory branch or distributor cannot ship goods to everybody at the same time—be they complete implements or repair parts.

The dealer can help out materially and at the same time protect himself by revising his orders as early as possible, allowing distributors to make shipments of what is needed from factory branch house or transfer point. Delay or postponement of shipping date on individual orders to a later period leads to congestion in shipping departments so that the distributor will fail to make proper delivery of the goods you actually require.

It is safe to say that no established concern wants to have its dealers take more goods than they can handle. But all firms are vitally concerned in having their dealers get in good time such machines as they have orders for or can place. There is a limit to the shipping capacity of any firm. In normal years, shipments for spring delivery are spread over several months. This year they will be congested into two months or even less, owing to present conditions. Ability to take care of shipment largely devolves upon the dealer owing to unavoidable delay in revising and releasing orders. Of course, if the farmer waits until spring work is ready to commence before he finally concludes to purchase needed equipment he cannot expect to get anything but last-minute service. Delay in delivery lies upon his shoulders—not upon those of the dealer selling the machine.

Giving Repair Service

While many dealers regard repair business as a sort of load they must carry with Christian forbearance, the majority of dealers agree as to the vital necessity of carrying repairs so as to assure that service upon which depends the prestige of their establishment.

A good reputation for repair service is a factor that means much to any retail implement establishment, and repair service should be developed. Why not advertise your repair service, talk it, and circularize your trade? It is very often inconvenient for the farmer to come to town for some small repairs, such as a cream separator ring, a bearing or a few sections. Point out to such men that they can use the parcel post delivery for such small shipments. They can phone in or mail the dealer their requirements, and should raise no objection to paying the necessary mailing cost when the time saved them is taken into consideration.

Most dealers are of the opinion that repair business will be unusually heavy this year, and it should be a good policy for the dealer to get in contact with his customers, by phone, circular letter or local advertising, asking them to co-operate with him as far as possible so that prompt supply of necessary repairs may be assured. For some reason the Repair Week idea has never been boosted in Western Canada as it might. A campaign of education as to the placing of repair orders early is something that would save the dealer considerable worry and rush work in connection with the rather thankless task of getting a repair rushed from a distributor, possibly 300 miles away, simply because the farmer waited until the last moment before he discovered that his implement needed the part.

Association Interest Needed

Implement, tractor, automobile and farm equipment dealers find occasion now to discuss developments more than ever before. If ever the idea of trade association was worth anything, it is to-day, and no dealer should stand aloof from his trade organization. Present market conditions, financial tendencies, trade problems and many other features require united effort on the part of dealers. Only through membership in a strong association can co-operative discussion secure results. If you do not belong to your association—now is the time to join it.

Personal

J. Miller is a new dealer in the trade at Turtleford.

Fire loss is reported by the Central Garage, Regina.

Wm. Brown is a new automobile dealer at Rosenfeld.

The Kamsack Metal Works, Kamsack, has been sold out.

The Derby Garage, Winnipeg, has changed hands recently.

Duncan Tait is the name of a new harness dealer at Morse.

T. Sulland has sold out his implement business at Zealandia.

J. P. Hagerman is commencing an implement business at Regina.

A. H. Norton has opened an automobile business at Starbuck.

W. Vasey, Deloraine, spent a few days in Winnipeg last month.

W. I. Brown has opened an automobile concern at Rosenfeld.

Wasyl Kobzar has opened a farm machinery business at Sarto.

M. Phillips, a harness dealer at Sedley, has discontinued business.

F. W. Ruth has opened a farm machinery business at Mentham.

C. M. Brown, implement man, is quitting the business at Belmont.

A. N. Phizaenlea is the name of a new implement man at Saltcoats.

J. Prokopetz has discontinued his implement business at Hampton.

J. Dotten reports a fire loss in his implement business at Amaranth.

Robertson & Co. have sold out their harness business at Rockhaven.

W. H. Code has opened an implement and oil business at Flaxcombe.

C. R. Harms has opened a tractor and auto repair business at Altona.

Thompson Bros., hardware and harness dealers at Waiting Lake, have sold out.

H. M. Clements has closed his tire and accessory business at Prince Albert.

W. A. Barr, implement man at Oak River, paid a visit to Winnipeg recently.

A change in ownership of the City Garage, Brandon, is reported.

Francis Vaughan has commenced in the harness business at Elnora.

G. Spenst reports business good in his auto and accessory business at Gretna.

B. Thompson is the latest addition to the implement fraternity at Silton.

J. McWhinney is a new dealer in the implement business at Turtleford.

The Gillespie-Mansell Motor Co. has been incorporated at Saskatoon.

F. Boyne has opened an accessory and tire repair concern at Stoughton.

A. J. Shettler, harness dealer at Semans, has sold out to F. Fuineaux.

Partnership has been registered in the Canada Carriage Works, Winnipeg.

Robert Coulthard has opened a farm machinery warehouse at Mather.

R. Konrad Jr. has commenced in the farm machinery business at Kendal.

Thos. Sullard has sold out his auto business at Zealandia to J. B. Cronin.

P. J. Woods, a dealer at Arborg, visited Winnipeg early in the month.

W. G. Montgomery, implement man at Minto, has sold out to A. B. Hatch.

R. Bestwitherick has added implement lines to his garage business at Sidney.

F. M. Thompson, accessory dealer at Bassano, has sold out to Mace & Warner.

Mann Bros. are the latest addition to the farm machinery business at Yorkton.

The West End Garage has been opened in St. James, a suburb of Winnipeg.

M. Matechuck, an implement dealer at Verigin, is applying for an extension.

L. Skinner, a dealer at Carberry, visited the Winnipeg trade during bonspiel.

Partnership is registered in the firm of White & McDonald, dealers at Boissevain.

R. Du Plessis, of Dufrost, has discontinued his implement business in that centre.

J. Sailor, a harness dealer at Drumheller, is discontinuing business in that town.

We regret to note the death of W. J. Cone, an implement dealer at Dinsmore.

H. B. Whitney, a dealer at Crandall has sold his implement business to J. Quinn.

Partnership was registered at Winnipeg last week in Hall's Auto Lock Company.

The Carbon Garage & Supply Co., Carbon, has discontinued business in that town.

J. Elliott, Elgin, is reported to be discontinuing his implement business in that town.

Stimulate the Buying Spirit

THE dealer who is a real business man can rise to the emergency of the hour. There never was a time when conditions were such that a real salesman could not sell the farmer what he needs.

¶ Whenever you talk to a farmer, tell him of the sales you made yesterday and of the sales you made last week. Impress him with the fact that other men are buying. Talk of the farmers who have bought, and of those who intend buying.

¶ The buying spirit grows as each individual wakes to the fact that others are buying, adding to their equipment, getting in shape for profitable production in 1921. The buying spirit is wonderfully contagious. Get it started in your community. It is the tonic that business requires. Banish gloom and pessimism; be cheerful, go ahead. Go out and find the people—and sell what they want. Confidence begets business. Pessimism strangles it.

Partnership has been dissolved in the Gull Lake Vulcanizing Works, Gull Lake.

A. J. Shettler is reported as having sold out his implement business at Semans.

J. H. Walls, implement dealer at Strathmore, has sold out his business in that town.

C. Toews, an implement dealer at Stuartburn, has moved his business to Steinbach.

A. Wolanski, blacksmith and implement dealer, has moved his business from Tolstoi.

Prossers Garage is the name of a new automobile concern now operating at Mervin.

P. W. McCabe, harness dealer at Rosetown, has sold out at that point to C. S. Higgins.

The Brantford Roofing Co. have been granted a license to do business in Manitoba.

Fast & Co., auto dealers at Otterbourne, have sold out in that centre to J. Petrowski.

A. Laufensweiler, implement dealer at Ridgville, paid a visit to Winnipeg recently.

Partnership was registered recently in the Auto & Carriage Painting Co., Winnipeg.

L. Warren, auto dealer at Davidson, has sold out his interests to A. H. Archibald.

We regret to note the death of Hugh L. Bowen, of the Edmonton Thresher Co. Ltd.

Stock of the Guilbault Model Works, Fannystelle, have sold out their stock by tender.

The City Garage and Machine Shop, at Woodrow, has been sold out to J. L. and S. J. Cox.

The North Star Drilling Co., Regina, have increased their capital from $50,000 to $100,000.

Bennett & Lamont have dissolved partnership in their implement business at Moosomin.

Postur & Hunt, garage owners at Jansen, have sold out their business to F. W. Schroeder.

It is reported that the firm of McLean & McKay, at Strathclair, are succeeded by M. McLean.

H. S. Williams has bought out the business of Frazier & Burke, implement dealers at Alliance.

A. Kapell has bought out the implement business at Windthorst formerly operated by T. Sprague.

A. B. Hatch, Lauder, has sold out his implement store in that town and has moved to Minto.

M. Wryzokowski, Beausejour, visited the wholesale concerns in Winnipeg the middle of February.

H. B. Hartley, implement dealer at Lampman, has added a garage to his business at that point.

The American Auto Painting Co. is the name of a new concern recently incorporated at Winnipeg.

Martin F. Rauckman, auto and implement dealer at Viscount, has sold out to a firm named Rabe & Jago.

It is reported that F. W. Buth, implement dealer at Westerham, is opening a branch in a near-by town.

J. Creighton, auto repair and accessory dealer at Portage la Prairie, has sold out to Hills & Webb.

M. Peterson, a harness dealer at Leslie, suffered fire loss in his business the latter part of February.

Cruickshank & Hess, hardware and implement dealers at Balcarres, have sold out to Decker & Hess.

R. R. Zachary, an implement and automobile dealer at Bashaw, suffered considerable loss by fire recently.

G. C. Felske, an implement dealer at Nokomis, has sold out his interests to a dealer named H. D. Fitch.

J. Wishart, battery expert at Lethbridge, has taken over the battery business of D. S. Williams & Co.

Coughlin & Marvin have dissolved partnership in their auto business at Mather. Mr. Marvin continues.

H. H. Carrol has sold out his implement business at Dewar Lake to Kurtz & Wallace, of Indian Head.

James Phillips, implement and automobile dealer at Carbon is reported to be advertising his business for sale.

A. T. Anderson, manager of the Standard Fanning Mill Co., Winnipeg reports a distinct improvement in business.

E. R Brandon has opened a harness business at Lauder, where he bought out the interests of A. B. Hatch.

The W. Eddie Co., Winnipeg, report a very heavy demand for potato planters, sorters and cutters this spring.

Partnership has been dissolved in the Southey Motor Sales Co. A. Reitch will carry on the business in future.

Fraser & Bain, implement dealers at Ninga, have dissolved partnership. J. Bain now carries on the business.

The Standard Machine Co. Ltd., Winnipeg has changed the name of the company to the Standard Tractor Co.

Robertson & Cote, automobile dealers at Rockhaven, have dissolved partnership. J. H. Cote continues the business.

The High River Motor Co., High River owned by McKeage & McGinnis, has been broken up, the partners dissolving.

O'Neil & Cannon, implement and automobile dealers at Cypress River, have dissolved partnership. W. M. O'Neil continues.

J. W. Kay, an automobile and lumber dealer at Foxwarren, has sold out his lumber business to the Monarch Lumber Co.

McCullough & O'Keefe, hardware and implement dealers at Major, have sold out their business to McKenzie Bros.

The O'Neill-Rennie Co., Prince Albert, auto accessories, has been dissolved. W. Rennie will control the business in future.

Norrie & Fawcett, implement and automobile distributors at Medicine Hat, have opened a branch business at Vauxhall.

Kerr & Thompson, implement dealers and garage owners at Killarney, are succeeded by one of the partners, M. H. Thompson.

Onett & McIvor, automobile dealers at Beatty, have dissolved partnership. H. A. McIvor now has sole control of the business.

Mains & Son, implement dealers at Carievale, have dissolved partnership. In future the business will be controlled by R. H. Mains.

S. and W. R. Crystal, owners of a garage business in Brandon, were in Winnipeg recently, laying in spring stocks of the lines they handle.

D. B. Jones, president and manager of the Moose Mountain Co. Ltd., distributors of lumber, hardware and farm supplies, died recently.

Consolidated Motors Ltd., Winnipeg, have applied for authority to increase the capital of the company from $100,000 to $250,000.

Gordon & Girard, garage owners and auto dealers at Bowsman River, suffered fire loss on their premises the latter part of February.

Jos. Neilly, formerly manager at Brandon for the Huber Manfg. Co., is now connected with the Aultman-Taylor Machinery Co., at Portage la Prairie.

J. A. Willows, cashier of the International Harvester, Regina branch, has been transferred. He is succeeded by J. M. Douglas, formerly cashier at Estevan.

The Imperial Oil Co. have installed two 60,000 gallon tanks for gasoline and kerosene at Arden, and have opened a warehouse for the sale of their lines in that town.

Partnership has been dissolved in the implement distributing firm of McDonald & McKinnon, Winnipeg. In future F. N. McDonald will have sole control of the business.

P. J. Grout, manager of the Twin City Separator Co., Winnipeg, states that business in the fanning mill line has improved considerably during the past month.

J. W. Briscoe, John Briscoe & J. B. Wanless have dissolved partnership in the Belmont Garage Co. J. B. Wanless retires, the Briscoe brothers continuing the business.

The Retail Merchants Mutual Fire Insurance Co., of Saskatoon, has placed its business for the future with the North-Western Mutual Fire Association, of Seattle, Wash.

At Gleichen, J. H. Walls, implement and harness dealer has sold out to J. O. Bogstie, and Hall & Gamble are owners of a newly started automobile and garage concern.

The Winnipeg Oil Co., Calgary branch, has changed the name of the company to the British American Oil Co., which concern has taken over the interests of the Winnipeg concern.

John Robertson, manager of the Winnipeg branch of Sawyer-Massey Co., Ltd., reports a good demand for the lines of the company, with excellent prospects for the coming season.

G. Coates has started an implement and automobile business at Delia where he has bought out the business formerly carried on by Mason & Keane.

We recently had a visit from R. C. Rasmussen, Oberon, who is dealer at that point for the Waterloo Manfg. Co. and Goold, Shapley & Muir Ltd. He reports business quiet in the meantime.

J. H. Beatty, formerly assistant manager of the repair department of the International Harvester Co., at Regina, has been appointed repairs manager at the Calgary branch of the company.

Matthew Kenny, of the firm of Kenny & Co., International dealer at Stockholm, has gone for a three-months' trip to Europe. Mr. Kenny reports a very satisfactory year with good prospects for 1921.

J. E. Lemay, recently arrived from Montreal, and is building a 60 x 150 fireproof garage at St. Norbert, Man. Mr. Lemay states that he will carry a full line of accessories, tractors and tractor implements.

I. H. Bowman, Regina, and R. H. Bowman, Saskatoon, were visitors to the Western Canada Automotive Equipment Show, held in Winnipeg last month. Both gentlemen anticipate a good demand for accessory lines in the coming season.

R. A. Grout, manager of the Minneapolis branch of the Emerson Manufacturing Co., recently spent a day or two at the Winnipeg headquarters of the company.

During last month the following gentlemen visited the offices of the Twin City Separator Co., Winnipeg: W. A. Polson and C. A. Polson of the Twin City Separator Co., Minneapolis, and Messrs. Wilcox and Hawley of the Everlight Farm Lighting Co., Minneapolis.

John R. Hood, who has been in the employment of the Massey-Harris Company for many years, died at Swift Current recently. The funeral which was held at Oak Lake was largely attended. Deceased was well known to many dealers in the Canadian West.

R. Walker, manager at Calgary for D. Ackland & Son Ltd., spent a few days at the head office in Winnipeg recently. Mr. Walker has found business very good during the winter months and looks forward to a heavy demand for implement specialty lines this spring.

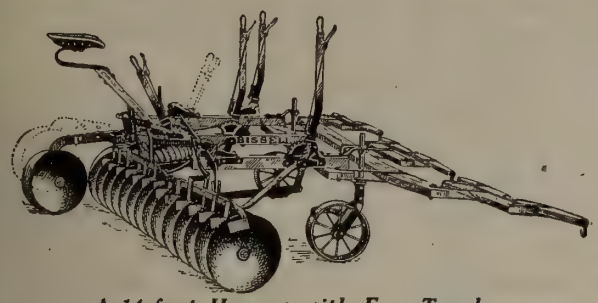
Mrs. A. Conway, of the Bert Conway Estate, Regina, recently returned from a business trip to Eastern Canada. Mrs. Conway visited the head offices of the firms she represents at trade centres in Quebec and Ontario. She has made arrangements for shipments of the lines handled by the firm during the coming season.

R. Johnston, Sawyer-Massey and Massey-Harris dealer at Deloraine, spent a week in Winnipeg recently. Mr. Johnston reports business quiet in recent months but believes that when the buying season starts, a normal demand will be evident. Ample feed has reduced the volume of feed cutter trade this winter, he states.

The following dealers of the Sawyer-Massey Company visited the Winnipeg branch of that company during bonspiel: F. T. Dawson, Roland; M. Tourney, Hamiota; J. Silts, Pilot Mound; E. J. Nattruss, Glenboro; R. McNair, Gladstone; S. Johnston, Cypress River; M. Davidson, Minitonas; Geo. Kemp, St. Agathe; W. Chute, Dauphin; and S. Fraser, Mariapolis.

You can't get what you want by wishing for it, but you can usually get it by working for it.

John Deere TILLAGE TOOLS
HOLDING GREAT RECORDS



A 14-foot Harrow with Fore Trucks

The Bissell Is King of Disc Harrows

So compact and effective is this harrow, farmers claim it has saved them a second outfit—one man and six horses doing the work of two men and eight horses on 8-ft. harrows. It cuts, cultivates and pulverizes the surface and will penetrate as deep as required. The soil is all cultivated with once over—no centre strip left uncut.

The horses have ample room and the draught is light for this width of implement—an implement of extraordinary strength and durability—equipped complete for six horses but is also suitable for operating with tractor. The gangs are flexible and are not too long to fit the hollows made by the engine drive wheels.

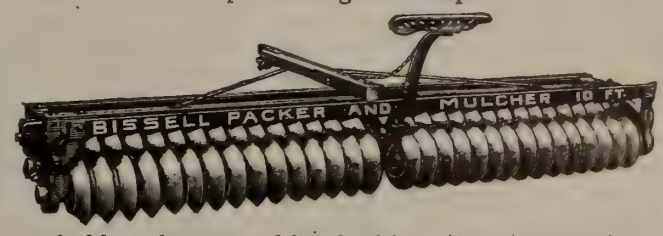
Easy on the Horses

AN IMPLEMENT WITH A GREAT REPUTATION

The Bissell Packer and Mulcher

Supplementing in its own perfect way the perfect work of the Disk Harrow, the Bissell Packer and Mulcher pulverizes, packs and mulches the soil into the consistency of a perfect seed bed. The importance of this operation needs no emphasizing to any farmer—the Bissell does the job in faultless style. End bearings are the full Roller Bearing type. All bearings are self-aligning, dust proof and fitted with compression grease cups.

The seat (attached to frame on the hammock principle) is several inches higher than on other packers, raising the driver above dust level.

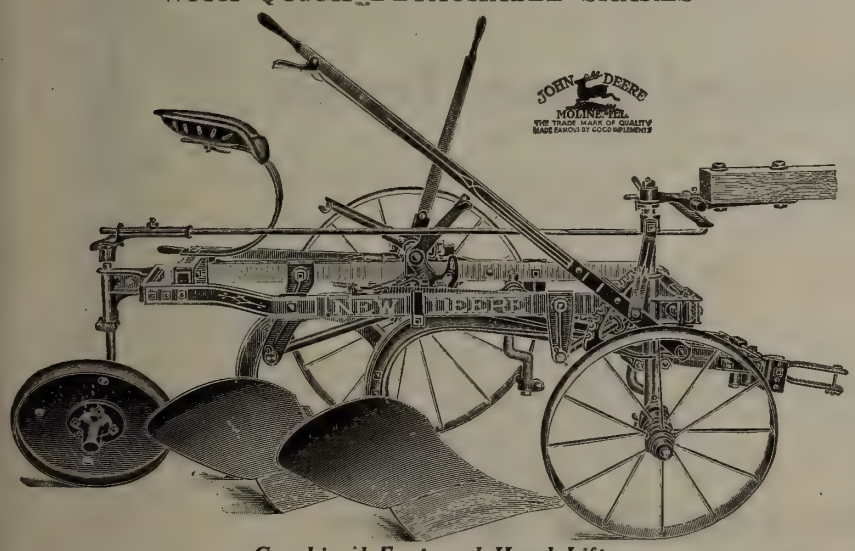


Rear sections are held to the ground by double coil springs which improve the tillage results. The rear row of wheels can be removed by detaching the curved end bracket, avoiding the trouble and delay of dismantling the entire implement as with other types of packers. Packer wheels are clean, strong and finished with a sharp apex. Furnished with long pole or with stub and fore truck for use with horses, or with stub pole and clevis for direct hitch with tractor.

The JOHN DEERE LINE offers a COMPLETE COMBINATION for PLOWING and THRESHING

JOHN DEERE TRACTOR PLOW	WATERLOO BOY KEROSENE TRACTOR	GOODISON THRESHER
MORE PRACTICAL	*MORE ECONOMICAL*	*MORE SATISFACTORY*

John Deere Light Draft Gang
WITH QUICK DETACHABLE SHARES



Combined Foot and Hand Lift

The highest grade wheel plow it is possible to manufacture—augmented with the invention of the Q.D. shares, guarantees splendid work and an immense saving of time and energy over the old laborious method of changing shares. At least 80 per cent of the old time method is saved—a great consideration in these days.

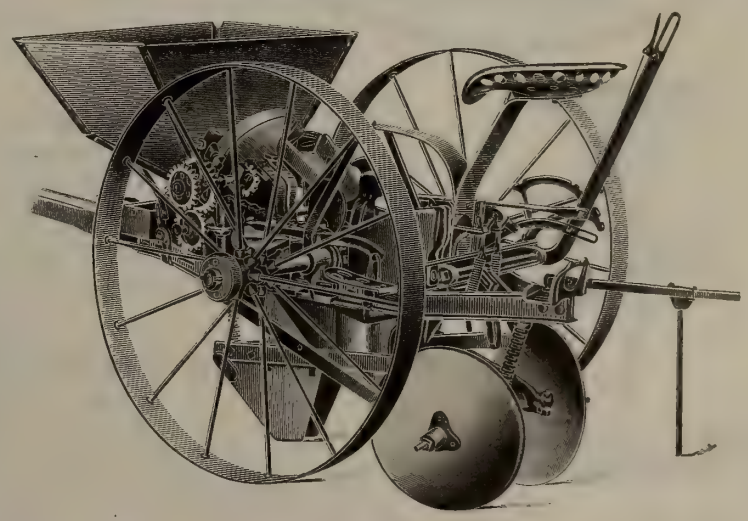
The new Deere Gang has both a foot and hand lift. Either one or both can be used. With the auxiliary hand lever, even a small boy can handle the gang under all conditions.

The lever folds over on the frame out of the way when not in use and does not interfere with the operation of the foot-lift in any manner.

Get full illustrated details of this wonderful plow and reap for yourself something of the great reputation it has earned for its manufacturers.

The "Hoover" Potato Planter
WITH AUTOMATIC SEED CONTROL—SIGHT FEED

This is a FIRST-SIGHT SELLER on the floor of any implement dealer. Its mechanical principles and construction create confidence at once, while its attractive appearance and general utility points make it irresistible. It is absolutely automatic in controlling the amount of seed in the picking chamber. When the operator is on the seat at the rear he commands a perfect view of the whole planting operation.



It is of unusually light draft by reason of the wide concave tires on the wheels, the roller bearings which are used at all principal points and the small quantity of seed in the picking chamber—possible only by the AUTOMATIC SEED CONTROL. This is now an absolute necessity to the potato grower who is growing the tubers for profit. It is an implement that does absolutely perfect work and has made big money for every grower who has used it.

John Deere Plow Company, Limited

WINNIPEG REGINA SASKATOON CALGARY EDMONTON LETHBRIDGE

Why Farm Machine Prices Remain High

By Arnold P. Yerkes

When prices of farm products and some other commodities began to fall a few months ago, many people jumped at the conclusion that prices of all commodities were going to come down. It is only natural that farmers who have seen the prices of their crops and products tumble from the high level which prevailed during the first half of 1920 to points almost as low, in some cases even lower, than those which prevailed before the war, should think it only reasonable that prices on the commodities which they must buy should decrease in the same proportion.

Prices of a number of commodities which farmers buy have already fallen considerably, while others, including farm machinery, have decreased only to a slight extent. The farmer wants to know the reason for this, and the implement dealer should make it his business to inform his customers on this very point.

There is an old saying, probably based largely on the Biblical story of the servants who received different numbers of talents, which states that "Little is expected from him to whom little hath been given."

This applies fairly well to the implement business—the prices of farm machines did not increase in proportion to most other commodities, and it cannot be expected, therefore, that the decrease can be as large now that the readjustment period has set in.

In the first place, the farm implement business is an old, well established industry in which keen competition for years has brought about economical production and a low margin of profit, both for the manufacturer and implement dealer. The business is somewhat more stable than many others, the fluctuations in volume being less violent and far reaching than in many lines. Furthermore, it was one of the industries which was put under government control early in the war, thus making it impossible for the manufacturers and dealers to increase prices exorbitantly even had there been any inclination to do so on their part.

Official figures issued by the U.S. Federal Trade Commission and the Bureau of Labor Statistics show that the increase in prices of farm machines during the period from 1914 to 1920 was only 78 per cent, while house furnishing goods increased 272 per cent, clothing 258 per cent, building materials 244 per cent, and show similarly high figures for other commodities.

Advances Were Essential

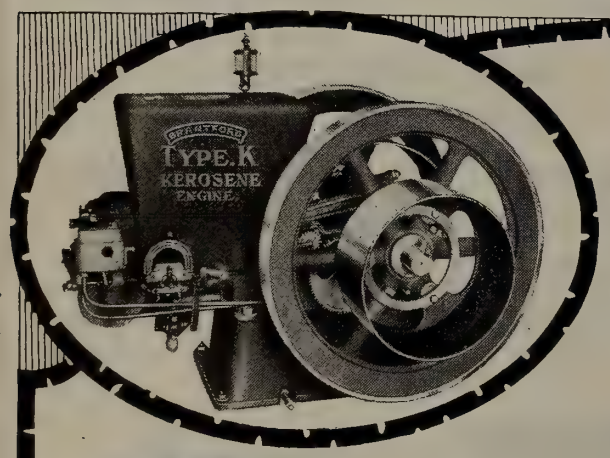
When a commodity has increased in price from 200 to 300 per cent there is obviously room for a very material reduction and yet leave a price much higher than the one which prevailed before the war. This fact is largely responsible for the opinion, held by many people, that farm machine prices have not been reduced in proportion to other commodities. The reason is simply this—the prices on farm machines were increased very little as compared with many commodities and such increases as were made were absolutely necessary to permit the manufacturers and dealers to remain in business. There is every indication that the increases in the prices of some commodities were more than were absolutely necessary, and it is only natural that under present conditions considerable reductions can be made in these prices.

Decline in Raw Materials

Another fact which makes it possible for manufacturers and dealers to reduce prices on many commodities is the decline in the prices of raw materials from which goods are made. For example, the prices for wool, cotton, hides, etc., have fallen considerably and the manufacturers of clothing and leather goods can buy the materials with which to replace their present stock at prices considerably below that paid for the goods which they manufactured during the past few months.

Steel and Iron Still High

The implement manufacturer, however, is faced with an altogether different situation. The prices on his raw materials have declined very little, if at all, nor is there any prospect of such declines taking place for some time



SPEED UP YOUR SALES—AND LOWER YOUR OVERHEAD EXPENSE

This year, more than ever, it is important that the dealer handles goods that MOVE. Quick turnover, lines that sell the year around, are what you want to assure business. On this basis G.S.M. Lines are a real opportunity for you.

The "Beaver" Tractor, "Ideal" Windmills, "Maple Leaf" Grinders, "Ideal" Kerosene Engines, Concrete Mixers, Steel Saw Frames, Power and Hand Pumps, Pumping Equipment, Steel Tanks. We also handle Plows, Threshers, etc.

Type "K" Brantford Kerosene Engines

Solve the Farmer's Help Problem

Three Sizes: 2, 4, 7 H.P. Adaptable, reliable power for every farm job. A better engine at a price that meets any competition. Simple design; easily operated. Uses the cheapest fuel. Speed changing device; governor; magneto ignition. Fuel tank built into engine base. Let us show you how a Brantford on the floor will put new life into your engine business.

"Maple Leaf" Grinders Are In Big Demand

Sizes: 6 to 15-inch Plates

Their reputation for quality work and big capacity is such that they sell easier than any other line. Have end-thrust ball bearings; ample shaft bearings; flexible plates; adjustable shake. Built to give smooth, even running even at the highest speeds. Get a sample on the floor and demonstrate their capacity to your customers.

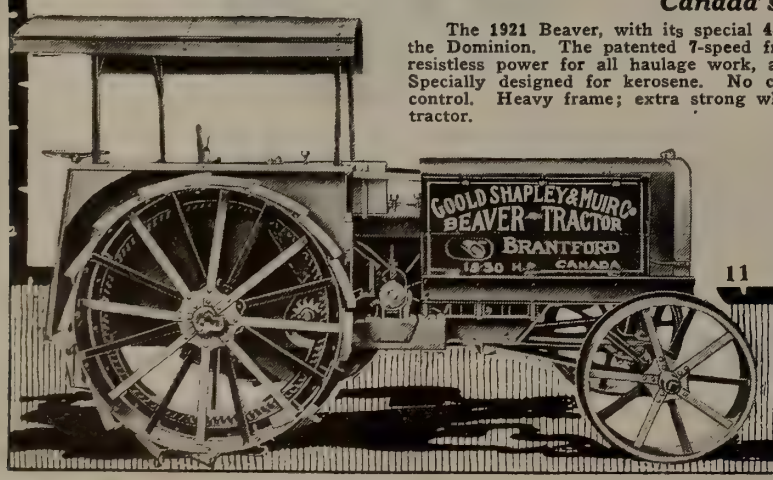
Double-Geared "Ideal" Pumping Windmills

The best pumping outfit, dollar for dollar, on the market. Few working parts. Wide-faced, special steel gearing is fully protected. Roller and ball bearings mean operation in the lightest breeze. They automatically adjust themselves to the wind, governor working independent of the brake. "Pull-in" design, automatically braking, avoids possibility of wrecking. Towers are strongly braced and girted every 5 feet.

The New Beaver 15-30—A Real Power Investment

Canada's Leader for Haulage or Belt Work

The 1921 Beaver, with its special 4-cyl. 5x6¼ motor, is the most efficient tractor that has ever been built in the Dominion. The patented 7-speed friction transmission reduces working parts 15 to 20 per cent. Gives steady, resistless power for all haulage work, and 50 H.P. on the belt—a capacity to handle the heaviest threshing. Specially designed for kerosene. No carburetor changes required. Smooth clutch action—no jerking, perfect control. Heavy frame; extra strong wheels; simple, effective steering device. A real, all-purpose, one-man tractor.



No duty—no exchange—reasonable price. Get our attractive sales offer and liberal quantity discount to the trade. Don't delay; secure territory NOW.

11

Goold Shapley & Muir Co. Limited

Distributing Warehouses: Portage la Prairie, Calgary, Edmonton, Saskatoon

Factory—Brantford Western Head Office—Regina

Have you been Listening to the Scarecrow?

¶ "Don't order your Binder Twine now," wails the scarecrow. "Maybe there won't be a good harvest this year."

¶ Perhaps, Mr. Dealer, you have been listening to the scarecrow. But even if you have, you will agree with us that the American people are not going to starve next year. Wheat will be grown, and when it ripens it will need good strong Binder Twine — Plymouth Twine — to help harvest it, just as it has every year since the coming of the self binder.

¶ By placing your order now you safeguard your own and your customer's interests.

Plymouth Cordage Co.

Welland, Canada

Canadian Distributing Agencies

W. G. McMahon
(Representing Lindsay Bros.)
Winnipeg, Man.

Hobbs Hdw. Co., Ltd.
Toronto, Ont.

PLYMOUTH TWINE

5-34

to come. Steel and pig iron, which are the principal materials used in constructing farm machines, are in such great demand for other industries that their prices have remained at the highest point which they reached. This is accounted for largely by the fact that the industries which use the bulk of the steel and pig iron still require immense supplies to meet their present demands, and the steel mills and foundries have had a ready market for their entire output at the high prices referred to.

While the amount of metal required for farm machines might at first glance appear to be considerable, it actually represents a very small fraction of the amount required by the railroads, building interests, and other large users of steel and iron. The implement manufacturers, therefore, are in no position to dictate the prices which they will pay for their raw materials, inasmuch as the tonnage they use represents such a small part of the tonnage turned out by the steel mills and foundries. So long as the demand for steel and iron continues as at present, and the prices remain at their prevailing levels, implement manufacturers **cannot produce farm machines any cheaper than those which were produced a few months ago** and which are now on the market. They are not in the position of manufacturers in other lines who can sell their present stock and replace it with new stock made from cheaper material, and, as already pointed out, keen competition in the past has forced the margin of profit in farm machines, both to the manufacturer and dealer, down to a point where it is impossible for any material reductions to be made without endangering the safety of their business.

Beyond Control of Manufacturers

The fact that the farm implement price situation is beyond the control of the implement manufacturers and the dealers should be obvious to every thinking farmer—both the manufacturer and the dealer realize full well that with high prices for machines the volume of sales is necessarily reduced, and their business would be better if prices could be safely reduced and more sales made. They realize also that their own prosperity depends entirely upon the prosperity of the farmers, and that the farmers' interests are likewise their interests. A history of the development of Western Canadian agriculture would be incomplete without touching upon the tremendous assistance rendered to the pioneers by implement manufacturers and dealers. While their interest has been a business one, and might even be described as a selfish one, it cannot be termed short-sighted, either in view of past records or of present conditions, and the manufacturers and dealers will welcome the advent of lower prices for raw materials, and consequent lower prices for machines, just as heartily as the farmers themselves.

Increase Your Profits by Handling

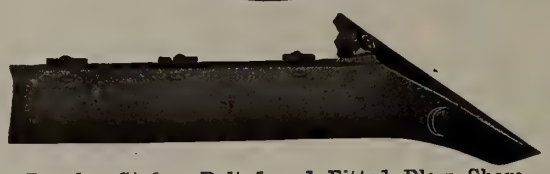
Crescent Plow Shares

Leaders--In Forge and Furrow

MADE IN MORE THAN 1,200 PATTERNS

THE FIT OF EVERY SHARE IS GUARANTEED FINEST STEELS ARE USED

Crescent Reinforced Shares are foremost in quality, accuracy of fit and grade of materials. Our three-ply, soft centre steel and crucible steel are rolled exclusively for our requirements. Share production is our specialty.

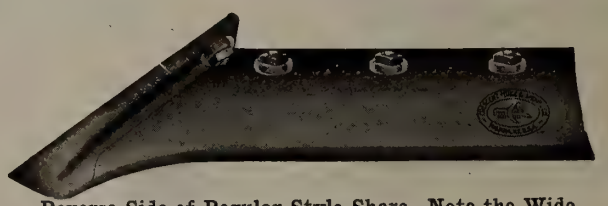


Regular Style. Bolted and Fitted Plow Share. Perfect in Fit. Best in Quality.

With Crescent Shares you have a share to suit practically every plow in use. This will be a big repair year. You can secure excellent business by supplying your customers with Crescent Shares.

Big Demand—Quick Turn-over—Good Net Profits

Crescent Engine Gang Shares. Fitted and Bolted. Unequalled for Power Outfits.



Reverse Side of Regular Style Share. Note the Wide REINFORCED POINT and WELD.

Ask D. Ackland & Son, Ltd., for prices and latest lists of Crescent Plow Shares. Size up your demand. Lay in a stock to suit the plows in your territory. You will find this a fast-selling line, at a nice margin of profit. Get your spring requirements—NOW.

Crescent Forge & Shovel Co.

HAVANA, ILL., U.S.A.

Sales Agents for Western Canada:

D. ACKLAND & SON, LIMITED

WINNIPEG AND CALGARY

Board of Customs Decisions

Three, four, five and six-horse steel hitches or eveners, per illustration, declared to be dutiable under Item 454, at the rate of 30 per cent under the general tariff.

Hay carriers, per illustrations, declared to be dutiable under Item 454 at the rate of 30 per cent under the general tariff.

The Twin City 12-20

The Minneapolis Steel and Machinery Co., Minneapolis, recently issued their new 12-20 Tractor catalogue. With the descriptive matter in terse and convincing language and replete with numerous fine photographic reproductions of the 12-20, this catalog will be a very useful booklet for Twin City dealers. Sectional views of the construction of the tractor are shown, also cuts of component parts and field scenes are especially noticeable. A view of the Twin City factories, interior shop views, the company's line of Twin City threshers and a full list of specifications of the 12-20 complete a very interesting booklet.

Timken Exhibit at Tractor Show

The Timken Roller Bearing, Canton, Ohio, had a remarkably complete exhibit of their product at the Columbia Show. Charts showed the vital points of the tractor to which Timken bearings are adapted. An illuminated display case contained a set of nickled bearings on a plush background. On large tables a complete display of polished bearings in a great range of sizes, and a number of unassembled parts were shown. The company showed a very amusing travesty film, entitled "Tractoresque" during the show.

A leader frequently is a driver, but he drives himself more than another.

Austin Will Sell English Tractor in Canada

Major H. J. Cupper, representative of the Austin Motor Co. Ltd., Birmingham, England, is at present at the Windsor Hotel, Montreal, with a view to securing a connection in Canada for the sale of the well-known Austin tractor. It is expected that this tractor will cost in the neighborhood of $2,000 in Canada. Major Cupper is also showing the line of touring, coupe and landaulet cars as manufactured by his company.

In the Austin tractor the front wheel flanges can be removed and fitted with road-hauling rubber pads for road haulage. Spuds and flanges can be fitted for work on the land. The main features claimed by its makers for this English-made tractor are: Light weight, two tracks, pivoted front axle, spring mounting, enclosed gearing and simple control. Low fuel consumption is a feature in the motor of the Austin.

The Austin has capacity for plowing three furrows six inches deep in average soil. It is sold in very large numbers in Great Britain and is used by British farmers for all agricultural work. Two binders can be handled in harvesting. The patented spring pivot allows the front wheels to adapt themselves to the most uneven ground. Some of the leading specifications are:

Engine, 4-cylinder, 3¾x5-inch stroke, cast en bloc, developing 25 h.p. (British rating), Engine starts on gasoline and operates on kerosene. Air cleaner and exhaust heated vaporizer are regular equipment. Ignition is by high tension magneto.

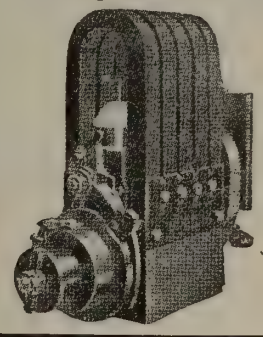
Cooling is by the thermo-syphon system. Large radiator and gear driven fan. A gear wheel pump supplies oil to the main bearings, crankshaft and crank pins. Transmission is by a cone clutch, by bevel gear to the belt pulley, shaft and thence through gearbox and spurs to the differential. Speeds: Forward, 2½ and 4¼ m.p.h.; reverse, 2 m.p.h. On low gear with kerosene, the tractor maintains a pull of 2,500 lbs. On the road it will haul a load of four British tons (8,960 lbs.) at 5 m.p.m. A 20-inch belt pulley is provided and all kinds of machinery can be operated up to a 54-inch thresher.

The wheelbase is 5 ft. 8 ins. Width overall, 5 ft. 1 in. Length, 9 ft. 2 ins. Front wheels, 30x6 ins.; rear wheels, 42x10 ins. Weight, fully equipped, 3,136 pounds. The Austin turns in a 24-foot circle. For its design and efficiency it has been awarded, since 1919, eleven silver and gold medals at agricultural shows, a money prize in India, and first place in the 1920 trials at Bourges, France. The company report that orders for 3,500 Austin tractors had been placed by British jobbers for 1921, delivery before the latter part of January.

Williams at Fargo

W. H. Williams, manager of the U.S. Tractor and Machine Co., Minneapolis, spent three days at the recent convention of implement dealers held at Fargo. He reports that his firm have not yet entered Western Canada.

Magneto Repairs and Replacements



We carry in stock at all times BOSCH, BERLING, DIXIE and K-W Magnetos.

Over 500,000 repair parts for all systems, and $20,000 worth of special equipment enable us to give a 24-hour repair service on all makes and a real guarantee with each repair.

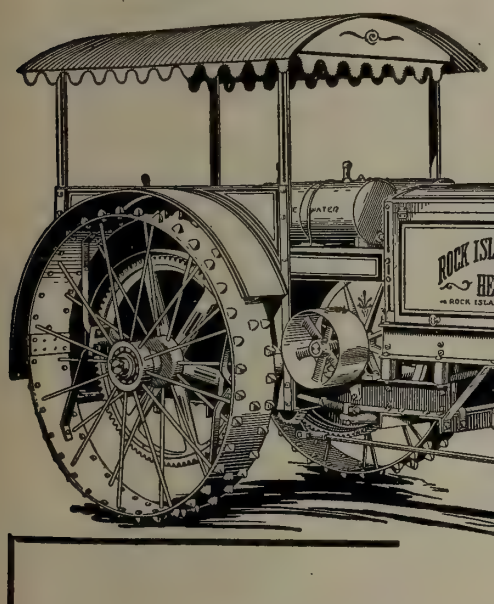
Send for catalog to-day.

Special terms to dealers.

Acme Magneto & Electrical Co. Ltd.

148 PRINCESS ST. : WINNIPEG, MAN.

The Foremost Electrical Repair Shop in Canada



With Heider Tractors, 12-20 and 9-16 H.P.

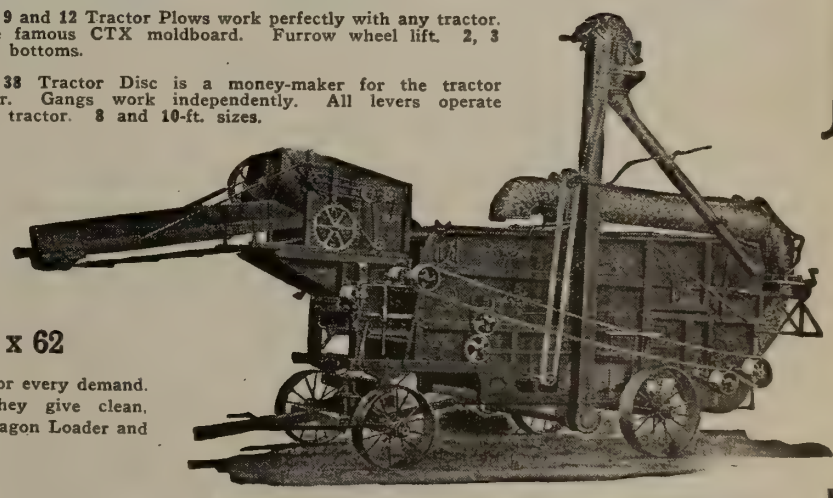
Your Customers Can Cut the Cost of Production

Heider Tractors are the solution of lowering the cost of agricultural production. They are a proven success where plowing is hardest—assuring a big saving in time and money in all field and belt work. No gears to strip—15 to 20 per cent fewer parts. The 7-speed friction drive takes the power direct from motor fly-wheel. No transmission power loss; no gear troubles. Complete control with one lever for both tractor and belt work. Engine uses gasoline or kerosene without carburetor changes. The Heider sells and stays sold. Your profits are not absorbed by continuous service demands.

"Rock Island" Tractor Plows and Discs

Nos. 9 and 12 Tractor Plows work perfectly with any tractor. Have famous CTX moldboard. Furrow wheel lift. 2, 3 or 4 bottoms.

No. 38 Tractor Disc is a money-maker for the tractor dealer. Gangs work independently. All levers operate from tractor. 8 and 10-ft. sizes.



"Waterloo" Champion Separators

20 x 36, 24 x 36, 24 x 32, 28 x 42, 33 x 52, 36 x 56, 40 x 62

For over 60 years Waterloo Threshers have been Canada's standard of quality. A range of sizes for every demand. Smaller sizes are just what you want to sell with your tractors. Guaranteed grain savers, they give clean, speedy and efficient threshing. Easily driven. Equipped complete with Wind Stacker, Feeder, Wagon Loader and Register. Get the latest catalogs.

"Waterloo" Steam Engines

Made in 16, 18, 22 and 25 H. P. Sizes

Built to the highest steam engineering standards. High pressure boilers. Exceptional steam capacity. Economical; easily fired. Smooth-running, flexible power for both plowing and threshing. Ask for particulars of this line.

"Waterloo"--"Rock Island"--An Agency Worth While

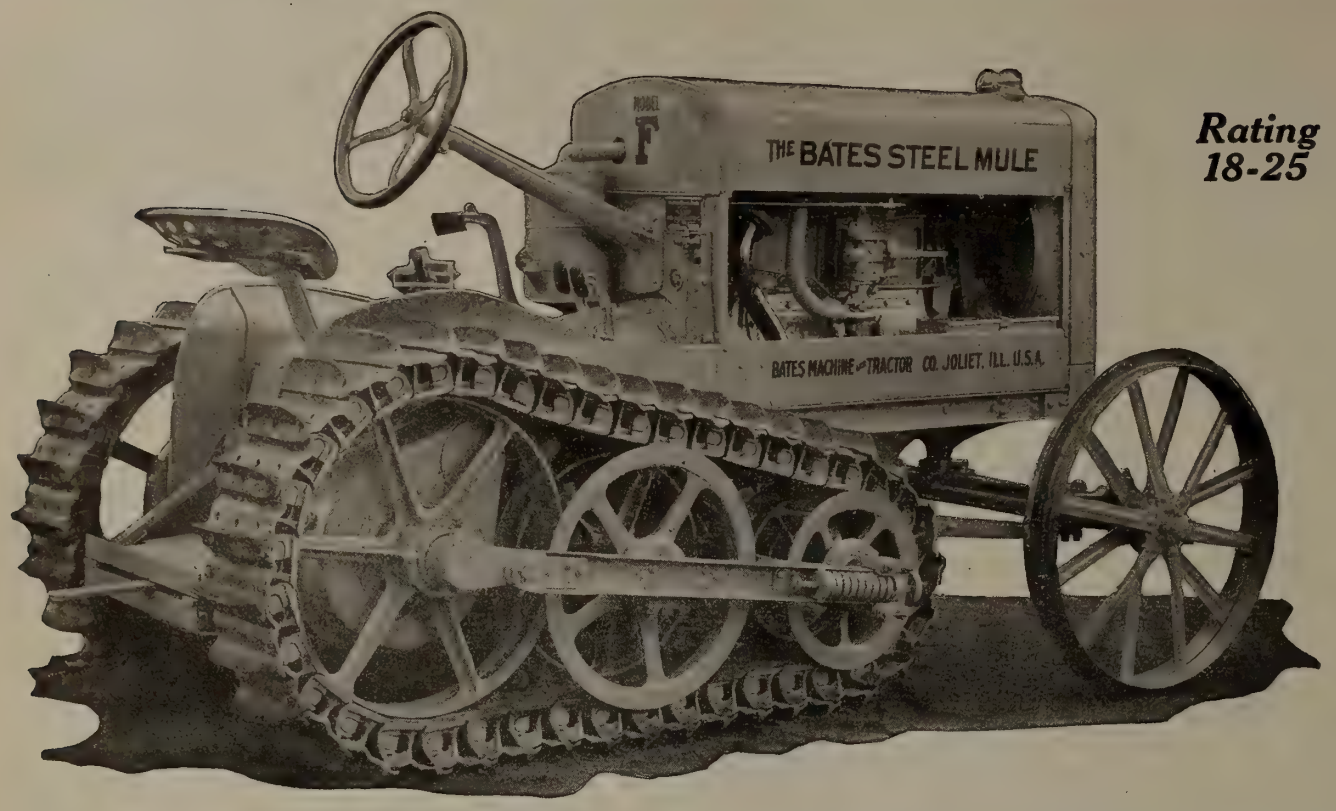
Write us for Literature, and our Attractive Sales Plan

"Waterloo" goods have over 60 years' unequalled reputation behind them. The Rock Island Line is the climax of over 65 years' experience in implement building. Put those lines back of your business and you assure satisfactory volume. Our full line includes: Kerosene Tractors, Plows, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, etc.

Waterloo Manufacturing Company Limited

Regina - Portage la Prairie - Saskatoon

ALBERTA DISTRIBUTORS:
UNITED ENGINES & THRESHERS LTD.
Calgary and Edmonton



Rating 18-25

—the most efficient tractor in America

The Bates Steel Mule

EACH season sees a constantly increasing number of Crawler Tractor owners in your territory. The Dealer who is able to give the customer a Crawler Tractor which will not call for excessive service, will be able to take advantage of this trade at a good profit for himself and constantly increasing satisfaction to his customers.

During Spring work when rush work has to be done when the ground is soft, the advantages of a durable Crawler drive is each year more apparent to the farmers who see that a Crawler Tractor is equally useful the year around whereas a Wheel Tractor is mostly used on Fall plowing.

The Bates Steel Mule makes new customers faster than any other three plow tractor built and the Dealer who gets this machine started in his territory will be on a permanent and profitable basis for the future, because the demand for Crawler Tractors is increasing in every territory where many wheel tractors are now in use.

The Bates Steel Mule is the ripened product of over eight years building Crawler Tractors.

Our Dealer discounts are larger than has been the average custom heretofore. We want only live Dealers but those Dealers who can get the Bates contract will make real money.

Wire or write for proposition.

Bates Machine and Tractor Co.

Established 1883

Dept. 3-K **JOLIET, ILLINOIS**

The New Bates Steel Mule

DOES NOT PACK THE SOIL

J-71

Rating 15-25

— the most dependable wheel tractor in America

The Bates Wheel Tractor

THE Model "H" Bates Tractor is the product of nearly ten years experience in manufacturing quality Tractors. The Model "H" is built for the man who wants a light three plow wheel tractor and appreciates the big money making advantages of dust proof roller bearing construction and high grade tempered steel for keeping the Tractor on the job day in and day out.

For durability and freedom from repairs this Bates Tractor probably excels every other wheel tractor on the American market, today.

It is light, speedy, and a marvel in power when given favorable footing conditions.

Dealers handling the Bates Tractors have the advantage of approaching their prospects with both Wheel and Crawler machines at a moderate price commensurate with their quality.

One line of repairs will take care of both machines.

With the exception of the drive wheels, the Bates Wheel Tractor contains the same high grade construction as does the Bates Steel Mule, having the same radiator, motor, transmission, bearings, etc., only drive wheels are used in place of Crawlers, and the selling of the Wheel Tractor correspondingly reduced.

Our Dealer discounts on this Wheel Tractor are equally as liberal as on the Bates Steel Mule for the Dealer who can get the Bates Contract.

Wire or write for proposition.

Bates Machine and Tractor Co.

Established 1883

Dept. 3-K **JOLIET, ILLINOIS**

J-71

Monitor Stove Company, Ltd., is Organized

To bring true winter comfort to the Dominion is the purpose of The Monitor Stove Company, Ltd., with headquarters at 9 Richmond Street, Toronto, Ontario. which is distributing the Caloric Pipeless Furnace. The Caloric is the same heating plant that has been such a phenomenal success in more than 125,000 buildings in England and other European countries, Alaska and the United States; hundreds of Calorics also being used throughout this country.

Its principle of warming buildings by natural circulation of air is a complete departure from the old and wasteful methods of heating by radiation. The Caloric banishes drudgery and discomfort of grates and fireplaces.

As its name implies, the Caloric has no heat pipes. The warm air rises through the central section of the Caloric register to all parts of the building; the cool air returns through the outer section of the register. In this way constant air circulation is maintained. The basement of the building remains cool for the storage of perishable foods. Whether the home be the modest cottage of four or five rooms, or the larger residence of eight to eighteen rooms, the manufacturers state that the Caloric heats the building more uniformly, more healthfully and with 1-3 to 1-2 less fuel than other systems require. An average temperature of 70 degrees in coldest weather is guaranteed by the manufacturers.

The personnel of The Monitor Stove Company, Limited, is as follows: C. F. McLain, general manager; J. Marshall Knox, office manager; W. J. Shibley and D. W. McIntyre, sales. Besides the headquarters in Toronto, the organization has established distributing points at Winnipeg, Vancouver, Quebec, St. Johns, Charlottetown and Saskatoon. Among the well-known distributors are McLennan & McFeely, Vancouver, and P. T. Legare, Ltd., Quebec.

The Monitor Stove Company, Limited, is conducting a nation-wide campaign of advertising in many of the foremost Canadian publications and is prepared to furnish detailed information concerning its heating system to all interested persons, whether prospective dealers or prospective users.

Gregg Visits West

J. P. Gregg, northwestern sales manager for the Hart-Parr Co., has returned to the head office from a tour through Western Canada. He found Alberta improving steadily as to prospects for business. Banks are extending credit to farmers, who in turn are preparing to buy tractors and other goods.

Proposed Resolution at Ottawa to Standardize Implement Parts

On February 16th, A. B. McCoig (Kent West) proposed a resolution at Ottawa to bring in a measure to provide for the standardization of farm machinery parts. Following is the text of the resolution, which is now passed by the House:

"That from and after the first day of November, 1922, all agricultural implements and farm wagons manufactured in Canada for use within Canada, shall with respect to the following parts, namely: Grain Binder Knife Sections, Knife Heads and Pitman's, Mowing Machine Knife Sections, Mowing Machine Knife Heads, Mowing Machine Pitman's Clamps, Mowing Machine Guards and Guard Ledger Plates, Hay Rake Teeth, Land Cultivator Teeth and Cultivator Points, Sprocket Chains—different sizes, Plow Points, Plow Sole Plates, Plow Clevises, Ensilage Blower Pipes, Nuts for Wagon Arms, Machine Bolts and Nuts; be made to conform to the standards prescribed by regulations to be made by the Minister of Agriculture prior to the first day of November 1921, and approved by the Governor-General-in-Council; and that further and other regulations may be made by the Minister from time to time.

"That from and after the first day of November, 1922, no agricultural implement or farm wagon shall be manufactured in Canada for use within Canada which with respect to the said parts fails to comply with the regulations then in force, and any manufacturer of agricultural implements or farm wagons for use within Canada violating these provisions or regulations shall incur a penalty of not less than $200, and not more than $1,000."

It isn't the first kiss that counts—it's the upkeep.

How is Your Stock of Bill Heads and Letter Heads?

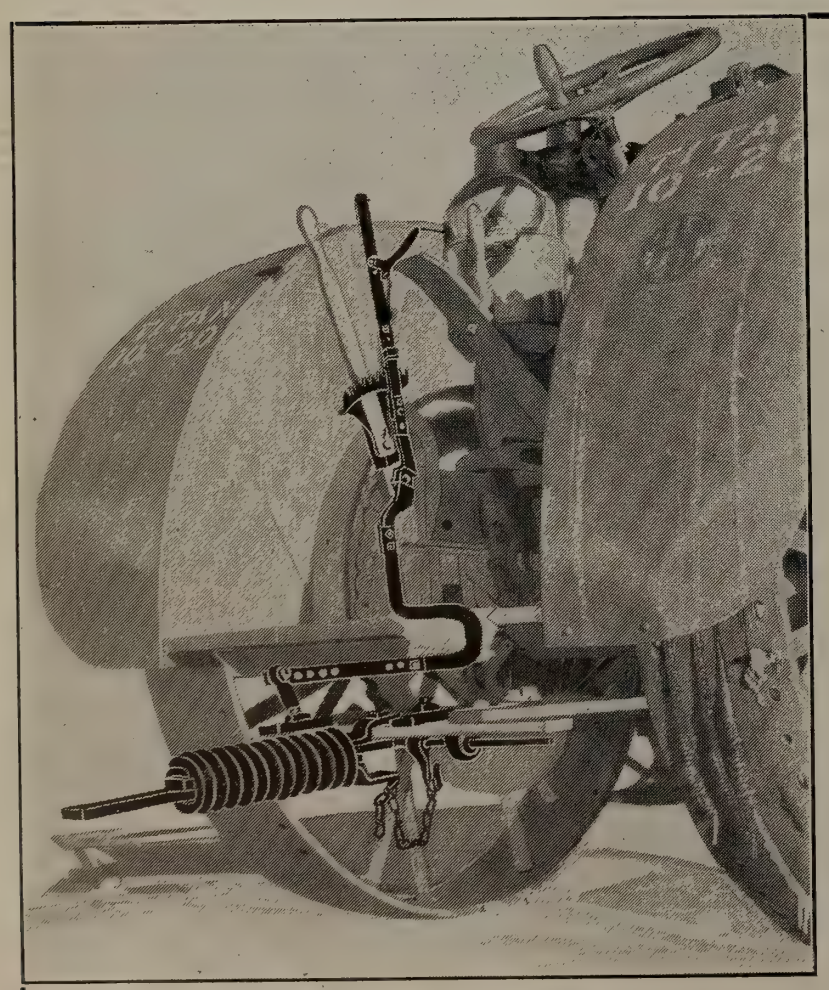
Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. *Ltd.*
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

Mr. DEALER
The Farmers are asking for
CATER'S PUMPS
His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.
H. CATER, Brandon, Man.



DEALERS, DISTRIBUTORS
At Last You can Secure a Proven Safety Hitch—The
BELCHER TRACTOR HITCH
ABSOLUTELY AUTOMATIC—A LOAD CONTROLLER, SAFETY HITCH AND SHOCK ABSORBER
STOPS THE TRACTOR
Breakage of tractor or implement absolutely eliminated. Adjustable to the load. Tractor stops immediately excess load is encountered. The only tractor hitch made with this exclusive, patented feature. Tested in the field—guaranteed to the limit.
It Does Not Uncouple the Tractor from the Load
Made for all Standard Tractors. Illustration shows our Style A for the Titan 10-20 h.p. It will sell to every Titan owner in your territory. Adds years to the life of both tractor and implements; does away with 95 per cent of all tractor troubles. Saves all excess and breakage strain. We can make prompt delivery. Complete literature supplied. Order AT ONCE. Handle this profit-maker this season.
Get Prices and Folders
Write at Once to **FRED. P. BELCHER,** 717 Grain Exchange, **Winnipeg**

Here They Are!

Watch Hart-Parr Dealers in 1921—

They have a three-plow tractor for the large farm and a two-plow for the small farm.

These tractors are both economical power units—fundamentally and practically correct because built by a factory with twenty years experience as tractor specialists.

Our sales contract is an extremely liberal one—discounts and territory that enable our dealers to get volume and make big profits.

The Hart-Parr dealer has unequalled factory co-operation in sales, service and advertising—a smashing big national campaign and a rebate of 50% on the dealer's local advertising.

Eight thousand owners of Hart-Parr 30s are boosting for Hart-Parr dealers. Scores of farmers still own and operate Hart-Parrs that are from ten to eighteen years old—more prestige for the Hart-Parr dealer.

Grab the Hart-Parr contract—if you can get it

Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.

Some desirable territory still open for live dealers. Write to-day for full particulars

HART-PARR COMPANY

Founders of the Tractor Industry

357 Lawler Street, Charles City, Iowa

THREE 30 PLOW

POWERFUL STURDY KEROSENE TRACTORS

HART-PARR

FOUNDERS OF TRACTOR INDUSTRY

TWO 20 PLOW

A Tractor Safety Hitch With Novel Features

A tractor hitch which is a distinctly new type in such equipment is announced by F. P. Belcher, 717 Grain Exchange Bldg., Winnipeg. A practical power farmer who has handled tractors for years, Mr. Belcher has had his safety hitch under development for over two years. It has been thoroughly tested in the field, and used with great success on the most stony and root-bound soil. Tests of this hitch seen by a representative of Canadian Farm Implements show that the Belcher tractor hitch has wonderful efficiency in eliminating all possibility of strain or breakage of both implement and tractor.

The Belcher tractor is made with attachments to suit all leading tractors, such as the Titan 10-20, Case, Waterloo Boy and Twin City tractors. The hitches are manufactured in Winnipeg, under the personal supervision of the inventor.

The Belcher tractor hitch is the only tractor hitch that we have seen which absorbs all sudden shocks or overstrains without uncoupling the tractor from the load. It functions as an automatic load controller, safety hitch and shock absorber. The clutch of the tractor is automatically released the instant an overload is attempted. The pre-determined pull on the drawbar at which the clutch is released is regulated by a hand lever beside the driving seat of the tractor. It is adjustable to function at any desired pull, from 50 lbs. to maximum capacity of the tractor, while the tractor is in motion.

At all times carrying the normal load, the strong spring gives even, cushioned traction. Whenever sudden shock or strain is met, instantaneously the clutch automatically releases and the tractor stops. Positive operation is given regardless of the angle of the tractor to the plow or other implement, yet the clutch cannot be released prematurely.

The value of such a safety hitch to the tractor owner is obvious. He loses no time in backing-up the tractor and recoupling the load, as with the ordinary type of spring hitch. Breakage of plows, shares, and bent beams, is eliminated. A very great proportion of tractor breakages have been due to overstrain through obstructions met, or overloading. This hitch saves the tractor as well as the tool. Delay due to frequent stoppage, fuel wastage, heavy repair bills—all expensive items for the tractor owner—are eradicated by this device, which cushions the normal load, automatically prevents overloading, and adds years to the life and efficiency of the tractor.

Hart-Parr Catalog

The Hart-Parr Co., Charles City, Iowa, recently issued a new folder catalog describing and illustrating the Hart-Parr "30". This publication is very attractively gotten up and gives in a clear and concise form the constructional features and leading points in design of the tractor. Many illustrations of component parts, including the kerosene shunt, give an excellent idea of the machine. A view of the Hart-Parr factory, which covers 22 acres, and interior views of the machine and erecting shops, complete a catalog which will be of great interest to Hart-Parr dealers and prospective purchasers.

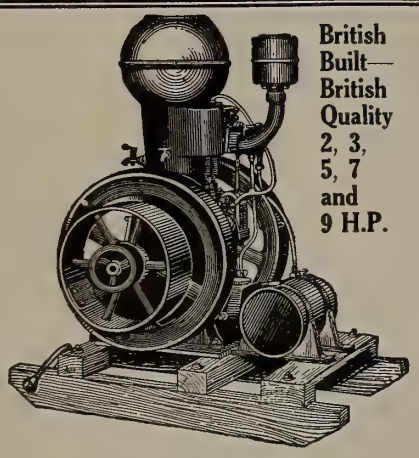
Gray Tractor Co. in New Quarters

The Gray Tractor Co. of Canada, Ltd., Winnipeg, now occupy their new premises on Lombard street in that city, opposite the Grain Exchange. The Gray company have a nice one-storey brick building, with display space for their tractors and ample office room. Manager A. Pugh reports a good demand for the wide drive drum tractors, and cordially invites dealers visiting the city to call upon them at their new address.

Beaton in West

J. Beaton, general sales manager of the McLaughlin Division of General Motors of Canada, Oshawa, recently returned east following a business trip during which he visited Winnipeg, Regina, Saskatoon, Calgary and Vancouver.

George Ansley, formerly manager of the McLaughlin headquarters at Montreal, and well known to the Western trade, has been appointed assistant general sales manager at the head office of the company at Oshawa, Ont.



British Built—British Quality 2, 3, 5, 7 and 9 H.P.

LISTER Farm Engines

Satisfied Customers Follow Sales of the "LISTER" Line

--LISTER Engines Sell the Year Around

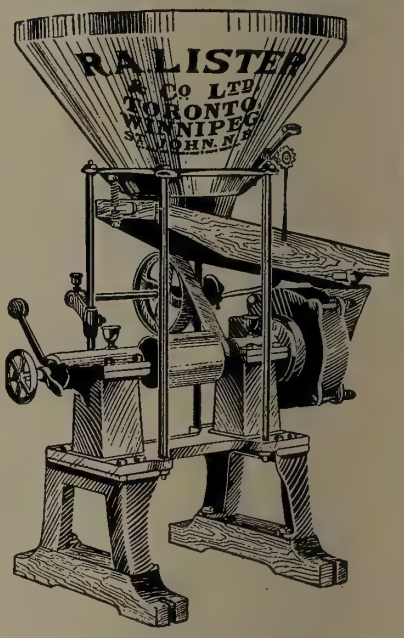
British built, and to the British standard of durability. The best materials and best workmanship. High tension ignition—no batteries. Automatic lubrication. Economical to run. Shipped complete with skids. Lister engines are what the farmer wants. Sell them this spring and make money.

--LISTER Grinders have Great Capacity

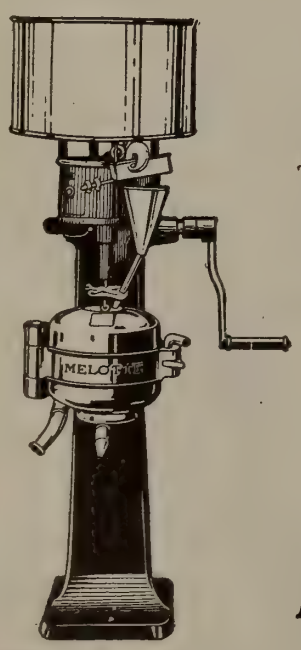
We guarantee Lister Grain Grinders to grind more feed on the same power than any grinder of the same size on the market. Heavy steel shaft with extra long bearings gives durability and rigidity. Ball thrust bearing. Large feed trough; ample screening capacity. Strong, reversible plates with worm force feed. All machines are fitted with bagger pulley. Sold with or without base.

--The Complete LISTER Line Includes:

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister-Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Power Pumping Outfits, etc.



LISTER Grinders
Five Sizes. 6 to 12-inch Plates



MELOTTE Cream Separators

Melotte Cream Separators

12 Sizes: Capacities, 280 to 1,300 Lbs.

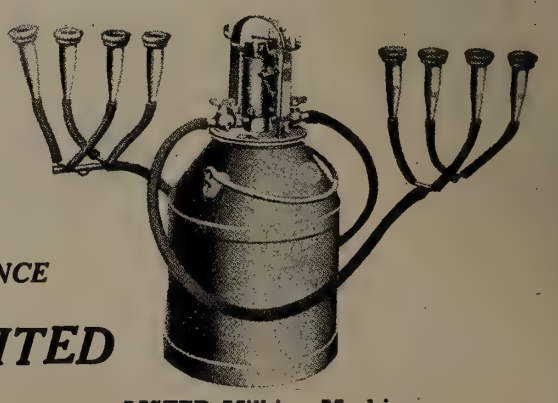
We can make immediate delivery of all sizes. The "Melotte" bowl is self-balancing and frictionless. Hangs free from a ball-bearing spindle. In construction and skimming efficiency the "Melotte" is the World's Foremost Separator.

"LISTER"--the World's Leading Milker

SIMPLE, RELIABLE, EFFICIENT, ECONOMICAL

Our 1921 model is the last word in milkers. Lister milking machines have been in use all over the world for 15 years. Made in single or double units. Simple in design. An ordinary 1½ h.p. engine or motor will operate them. The Lister Pulsator gives a perfect release of the teats. The cups cannot fall off, and the stroke of the pulsator can be altered instantly to suit the individual cow. DEALERS—Send for special literature.

IS YOUR TERRITORY OPEN? IF SO, WRITE AT ONCE



LISTER Milking Machines

R. A. LISTER & CO. (Canada) LIMITED

WINNIPEG TORONTO

HARD THIS WAY BUT—

EASY ON A TRACK THE CLETRAC WAY

Cletrac Dealers Sure of a Big Year

BECAUSE: They're backed up by the strongest advertising campaign we have yet put over. It will reach every farmer from Nova Scotia to Vancouver Island—not once, but many times throughout the year.

BECAUSE: Cletrac's a sure seller. It works fifty-two weeks in the year. Its construction makes it dependable in all weathers.

BECAUSE: Cletrac dealers are real, live salesmen, who have studied Cletrac, and know that every progressive farmer is a Cletrac prospect.

BECAUSE: Our increased production insures they'll have Cletracs in plenty to sell this year.

BECAUSE: The Cletrac proposition provides for a good margin of profit.

Why don't you get in with the Cletrac crew and be in line for a successful year? We have an attractive dealer offer which we will be glad to send you.

Go After Prospects Hard and Get Your Orders in At Once!

Specifications—

Horsepower: 12 at draw-bar, 20 at belt-pulley.
Length: 96 inches.
Width: 50 inches.
Height: 52 inches.
Weight: 3,455 pounds.
Turning circle: 12 feet.
Traction surface: about 800 square inches.
Centre to centre of tracks: 38 inches.
Belt-pulley: diameter 8 inches, face 6 inches.

The New Phase in Farming

Farmers are to-day faced with lower prices for farm products. Production costs must be reduced. The Canadian farmer turns naturally to Cletrac. Cletrac cuts the cost of crop production to the bone. It means better yields and a big, sure margin of profit.

THE CLEVELAND TRACTOR COMPANY

OF CANADA, LIMITED

HOME OFFICE - - 21 Ottawa Street, Montreal

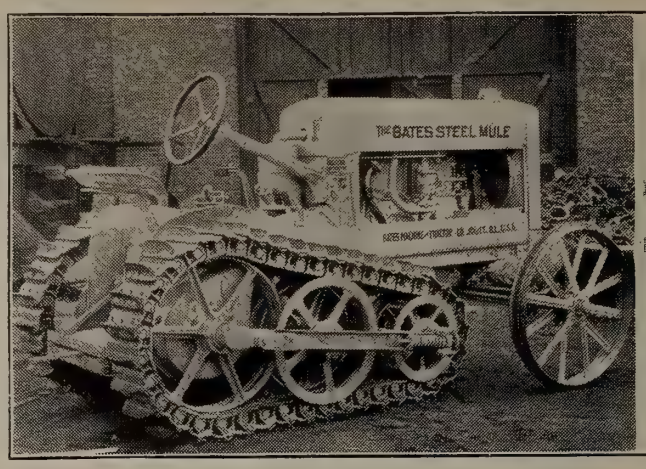
Western Sales Office - 261 Fort Street, Winnipeg

Cletrac
TANK-TYPE TRACTOR

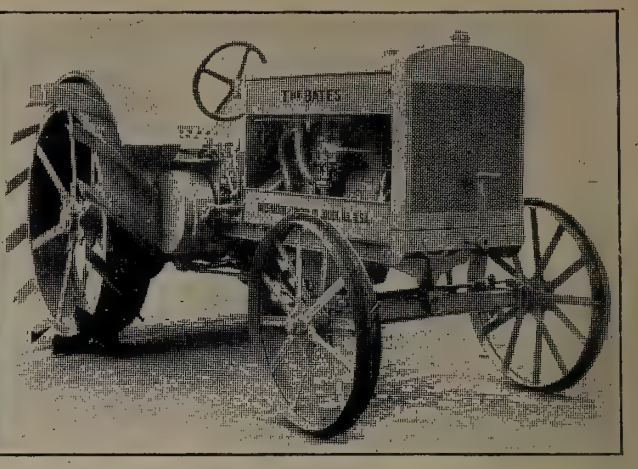
Bates Tractors for 1921

The Bates Machine & Tractor Co., Joliet, Ill., announce their line of tractors to the trade for the coming season. These comprise the Model H Wheel Tractor, 15-25 h.p.; the Bates Steel Mule, 18-25 h.p., Model F; and the Model G, Bates Steel Mule Industrial Tractor, 25-35 h.p., designed for industrial work exclusively.

This well known company has been established since 1883 and have been manufacturing quality machinery ever since. As well as agricultural and industrial tractors they produce Corliss engines, complete power plants, flywheels, general machinery, etc.



Bates Steel Mule, Model F, 18-25 H.P.



Bates Wheel Tractor, Model H, 15-25 H.P.

Former models of the Bates' tractors have been sold in the Canadian West, but this year, with greatly increased production the company are entering the Western Canadian field in a large way. They are now appointed dealers throughout the territory. The Bates Steel Mule tractors were recently reduced to pre-war prices. Following is a brief description of the constructional features of Bates tractors.

The Bates Wheel Tractors

The Model "H" Bates Wheel Tractor is mounted throughout from front wheels to draw bar on Timken nickel steel roller bearings. It is of the back-bone type with transmission bolted direct to the motor, and all working parts completely enclosed against dust. The Bates-Midwest motor develops about thirty-eight horse power on the brake at one thousand piston feet. The crankshaft is two and one-half inches in diameter, and oil is forced through it from thirty-five to fifty pounds pressure.

Plowing speeds of this tractor are three and one-half miles per hour on high, and two and one-third miles per hour on low. Tractor is rated at 15 h.p. on the draw bar, and 25 h.p. on the belt. The weight is 4,000 pounds.

With the exception of the drive wheels the Bates wheel tractor contains the same high-grade construction as does the Bates Steel Mule, having the same radiator, motor, clutch, transmission, bearings and etc., only drive wheels are used in place of crawlers, and the selling price of the wheel tractor is correspondingly reduced.

Model "F" Crawler Type

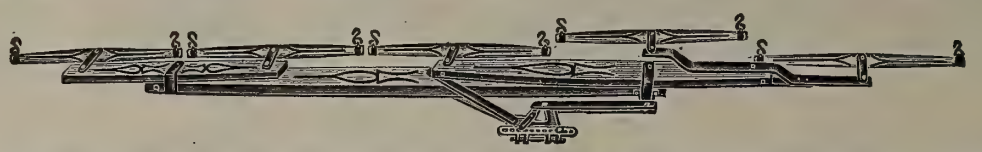
The Model "F" Bates Steel Mule is equipped with a Bates-Midwest motor, which is designed for over-load work in very dusty conditions. All working parts of the motor are big enough for a five-inch cylinder and then a four and one-eighth-inch cylinder is put on. This prevents the farmer overloading his motor.

The fuel tank on the Model "F" is hinged at the dash board so that it can be raised when working at the engine valves. The Model "F" Bates Steel Mule

A FAST SELLING LINE FOR YOUR STORE THIS SPRING!

GREGG 4 or 5-HORSE PLOW EVENERS

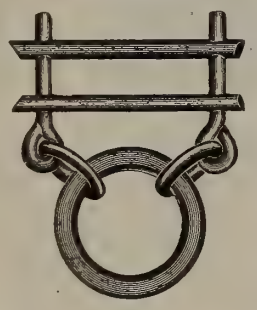
The Best Plow Hitch Made.



Order Your Stock Now.

Our No. 410 Four-Horse Gang, Sulky and Disc Plow Evener works four horses abreast, one horse in the furrow. Perfect distribution of draft; every horse pulls its share. Extra heavy eveners and single-trees. Strong malleable castings; straps of high-grade steel. Can be used on any plow with a cross clevis hitch, or any flat draft bar for disc plows. With special clevis attachment it is adaptable to any frame or vertical clevis hitch.

The No. 420 works five horses abreast, one horse in furrow. Ample working room. Heavy construction; strongly made of specially selected hardwood. Adaptable to any gang with a cross clevis hitch. With clevis attachment, fits any gang frame hitch or frame beam gang design. We'll be glad to supply full details of those profitable spring lines.



GREGG Wagon Hardware--A Paying Specialty

We manufacture a full line, comprising Neckyoke Centre Irons, Singletree and Whiffletree Ferrules and Hooks, Neckyoke End Irons, Wagon Box Straps and Braces, Box Rods, Wagon Wrenches, Screw Pin Clevises, etc.

ASK YOUR JOBBER FOR GREGG GOODS — ACCEPT NO OTHERS.

Our lines led in quality, popularity and demand last year. Add to your profits in 1921 by selling Gregg Goods.

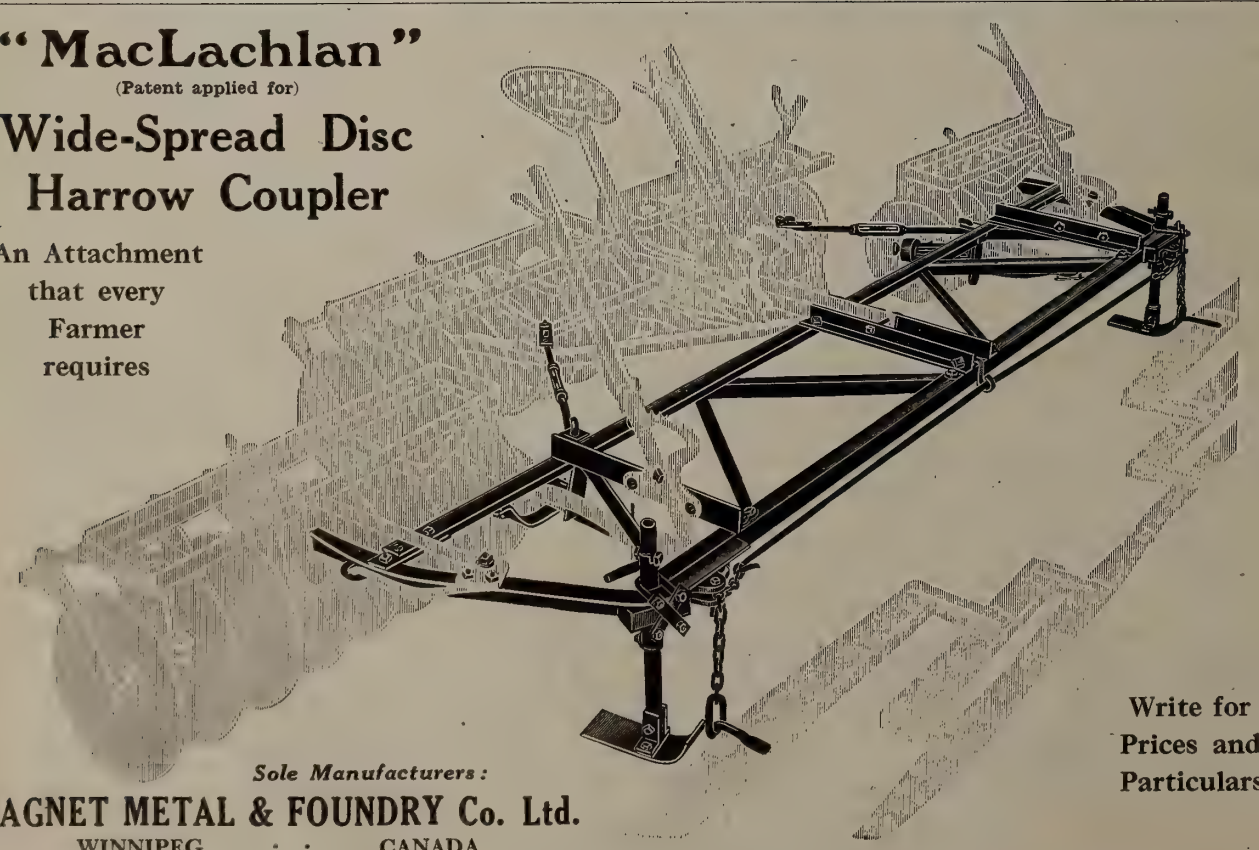
Gregg Manufacturing Co., Ltd., Winnipeg, Man.

"MacLachlan"

(Patent applied for)

Wide-Spread Disc Harrow Coupler

An Attachment that every Farmer requires



Write for Prices and Particulars

Sole Manufacturers:

MAGNET METAL & FOUNDRY Co. Ltd.

WINNIPEG : : CANADA

also has different turning brakes than it's predecessor, the Model "D" Bates Steel Mule. The braking system is now made so the operator can hold either crawler perfectly still and pivot around it with the other crawler.

With the exception of the motor, turning brakes, water air cleaner, carburetor and hinged fuel tank, the Model "F" is identical with its predecessor, the Model "D". No change has been made in the crawler construction nor in the transmission, clutch, etc.

The rating is changed to 18 h.p. on the draw bar and to 25 h.p. on the belt, and the weight is changed to 4,850 pounds. A platform has been added and a few little modifications made to make the driver more comfortable.

All working parts throughout are enclosed against dust and operate in oil. The front wheels, transmission, belt pulley and crawlers all run on nickel steel roller bearings.

Bates Industrial Tractors

The Model "G" is a heavy Bates Steel Mule built for industrial work exclusively. It is made so that a power driven winch can be attached to the front end for logging and other work. It weighs approximately 6,500 pounds and has a rating of 25 h.p. on the draw bar and 35 h.p. on the belt.

Like the Model "F" Bates Steel Mule, all working parts are incased against dust and run in oil bath. Wheels, transmission, and crawlers are full roller bearing throughout. The clutch is hand operated, dry plate disc type and can be operated either from driver's seat or platform of tractor. The driver's seat is made a swivel so that it can be pushed out of the way when driver is standing. Hauling speeds are two and one-third miles per hour, and three and one-half miles per hour, and the reverse speed is approximately two miles per hour.

The motor has a three-inch hollow crankshaft and four and one-half-inch cylinders. The oil pressure carriage is between thirty-five and fifty pounds. The Jones Tractor & Implement Co., Regina, are distributors for Bates tractors.

U.S. Implement and Twine Exports

Figures issued by the U.S. Department of Commerce show that the total farm implement exports of that country in 1920 were $46,277,269, as compared with $41,195,494. The increase is attributed to higher prices. Slight declines are shown in exports of mowers and reapers and an increase of $3,000,000 in exports of plows and cultivators. A big increase is noted in thresher exports.

The exports of binder twine for the year were 17,292,858 pounds, valued at $4,101,886. In 1919 the exports were 20,286,256 pounds, valued at $4,316,109.

A slap in the back beats two in the face.

Speed Up Spring Sales

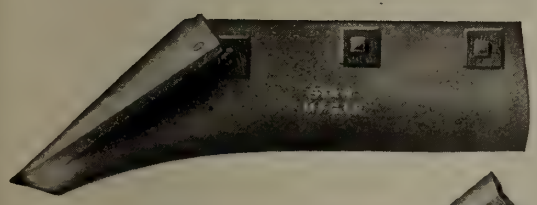
MADE BY STAR MFG CO. CARPENTERSVILLE ILL.

Handle the "Star" Line

A Share for Practically Every Plow in Use

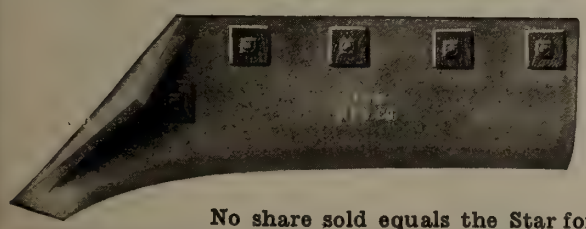
Guaranteed Perfect in Quality, Fit and Finish

"STAR" FITTED PLOWSHARES



This will be a big repair year, with a phenomenal demand for shares. Star shares are finished complete with bolts ready to attach to the plow. Size up your needs, and order now.

A reinforced landside on all shares strengthens the weld. Sell Star and you assure repeat orders from your trade.



No share sold equals the Star for satisfactory service. Make your store Star headquarters for your district. No line assures better demand or a nicer margin of profit. Made exclusively by

Star Manufacturing Co.
CARPENTERSVILLE, ILL., U.S.A.

For prompt shipment write the nearest jobber:

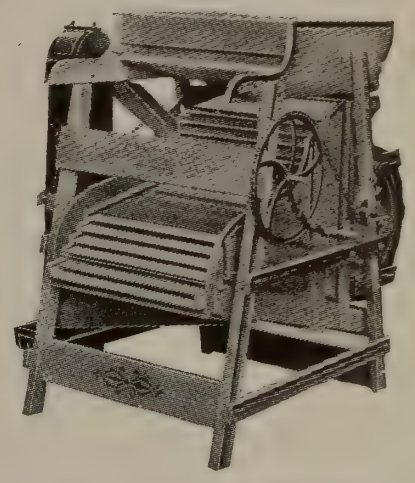
J. H. Ashdown Hardware Co., Winnipeg, Saskatoon, Calgary
Western Implements, Regina
Wilkinson-Kompass Ltd. Winnipeg
F. G. Wright & Co., Winnipeg
Metals Ltd., Calgary and Edmonton
Western Canada Hardware Co., Lethbridge

Ask for the latest price lists.

Clean Grain and Clean Profits

Follow the sale of the

"NEW DUAL" CLEANER and SEPARATOR



Immense capacity. Does better work in less time. Reduces the heaviest mixtures in ONE RUN at a rate that would require two ordinary mills. Cleans and separates twice as fast as the best fanning mill of the same size ever made.

One Operation Cleans the Dirtiest Mixture

The double gangs and cut-off system are the secret of New Dual efficiency. Get a New Dual on your floor. Prove our claims for yourself. Show the farmers how this mill does finished work, in a few minutes, on any combination of dirty grain. No middlings—no half-and-half mixtures—but PERFECT SEPARATION of Wheat, Barley or Oats. Complete sieve and screen equipment with every mill. To show it is to sell it, and the New Dual gives the dealer a better margin of profit than the average mill. Let us tell you about it.

Sell the "Western" Pulverizer, Packer and Mulcher

It saves all the moisture

It Guarantees Bigger Yields and Earlier Crops

A Size for Every Farm

PLOW PACKER—2 ft. 6 in. two-furrow; 4 ft. three-furrow.

SINGLE SECTION—4, 6, 8, 10 and 12 ft. sizes.

THREE SECTION—11, 15 and 21 ft. sizes.

"Western" Pulverizers have revolutionized agriculture. They are different from any other machine on the market. Pulverize, pack and mulch the soil in one operation, giving a seed-bed that conserves all available moisture. Wherever used, they have given bigger, sturdier yields and earlier harvests. They eliminate loss through dry seasons. Get your spring requirements—NOW.

Dealers: Meet the Demand for—

Lincoln Smut Cleaners

Made in Two Sizes. Order Now

Sold on a positive guarantee to prevent smut. Separate smut balls, wild oats, king heads, and all light seed from wheat, also wild oats and all light seed from barley. Grain is thoroughly pickled, dried and elevated to wagon box. Automatic skimmer an exclusive feature. Strong, heavy construction. Large, rustless solution tanks.

The Cushman Line Pays

Get the Cushman Contract for 1921

We are exclusive Selling Agents for: Tractors, Light Tractor Plows, Combination Threshing Outfits, Engines, Land Roller and Sub-surface Packer, 24x46 Tractor Separators, Electric Lighting Plants, "New Superior" Fanning Mills, Lincoln Grinders, Smut and Pickling Machines, Saws, Vacuum Washers, Shann-Flat Lightning Conductors, Hoiland Wild Oat Separators, Automobile Accessories, etc.

Ask for Particulars, Prices and Agency Offer

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. C.F., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

J. M. R. & Co., Alta.—The only concern that we know of in the Canadian West who are handling stubble burners is the Agricultural Supply Co., 902 Union Bank Bldg., Winnipeg. They have a burner that retails for $15.00.

R. H. G., Man.—The "Perfection" fanning mill is not being sold in the Canadian West. It is manufactured by the Johnson & Field Manufacturing Co., Racine, Wis. Repairs may be obtained from the factory.

E. & B., Sask.—We regret that we cannot locate the repair source for hay rake with "Carnegie" stamped on each side of frame. This hay rake has tooth holder No. 78, and pawl holder 10R. Can any subscriber identify this hay rake?

J. T. & I. Co., Sask.—The "Voss" power-driven washing machine is manufactured by the Voss Bros. Manufacturing Co., Davenport, Iowa. Repairs for this line are carried by the J. H. Ashdown Hardware Co., Winnipeg.

W. E. W., Alta.—The disc harrow with spool DD186 and box DD187, also collar DD182, is a type formerly made by the American Harrow Company, Detroit, Mich. You can get repairs for this harrow from Montgomery, Ward & Company, Chicago.

M. T. Co., Man.—The Whitney tractor is made by the Whitney Tractor Co., Upper Sandusky, O. It it rated at 9-16 h.p. and is recommended for two 14-in. plows. Tractor is four-wheel type; drivers are 48 x 10. Motor is two-cylinder opposed type, 5½ by 6½. Final drive is by chain. The Whitney weighs 3,000 pounds. Its 1920 price at factory was $1,175.

J. T. W., Alta.—Disc harrow with bearings DD182, DD184 and DD185 is an American harrow formerly made by the American Harrow Co., Detroit, Mich. Repairs can be procured from Montgomery, Ward & Co., Chicago.

I. K., Alta.—You can obtain repairs for Judson engines from the J. F. McKenzie Co., Galt Bldg., Princess St., Winnipeg.

T. H. S., Sask.—The plowshare you quote as P2658 is, we believe, incorrect. It is P2653. This is a blue share for the Massey-Harris "New Idea" plow—16-in. size. You can get replacements by writing the Swift Current branch of the Massey-Harris Company.

G. W. G., Sask.—We do not quite get the idea of your inquiry. Do you want to make a truck with wheels operated by sprockets and a chain drive, to be operated by hand by either wheel or pump action? We know of no firm manufacturing such a truck, which would approximate the idea of a railway hand car for track use. Send further particulars and we will place you in touch with supply sources for the chain and gearing you require.

J. A. M., Alta.—The Port Huron light saw-mill is manufactured by the Port Huron Engine & Thresher Co., Port Huron, Mich. No repairs are carried in the Dominion. Write the makers direct.

T. & D., Alta.—Part 3305 for a disc harrow is from a harrow manufactured by the J. I. Case Plow Works, Racine, Wis. No repairs are carried in Canada. Address the J. I. Case Plow Works at Racine or Minneapolis, Minn.

S. M. L., Man.—VB11 and VB12 are plates for an old Buckeye feed grinder, as made by the Buckeye Feed Mill Co., now out of business. You can get repairs from Bauer Bros. Co., Springfield, Ohio.

A. J., Sask.—Thimble for disc harrow boxing, NH7, is from a La Crosse disc harrow. For repairs address the La Crosse Plow Co., La Crosse, Wis.

C. F. T., Sask.—We have no record of a machine called the Murkes Thistle Eradicator. Are you confusing this with the Burch weeder, made by the Burch Plow Works at Crestline, O.? The only machine of this type we know of is the Rotary Rod Weeder, made by the Rotary Rod Weeder Mfg. Co. of Cheney, Wash. This machine has given good results in Southern Alberta.

L. G. W. Co., Sask.—The Empire Cream Separator Company are still in business. The head office of the company is at Bloomfield, N.J. They also have an office in Toronto. The distributors of Empire cream separators in Western Canada are the Robinson-Alamo Co., 140 Princess St., Winnipeg, who can supply you with all Empire line repairs. They can also supply catalogs on the line.

T. J. W., Sask.—You can obtain repairs for the No. 2 "Domo" cream separator by addressing the Domo Cream Separator Co., St. Hyacinthe, Quebec.

R. McK., Man.—Repairs for K-W magnetos are carried in Winnipeg by the Acme Magneto & Electrical Supply Co., 148 Princess St., Winnipeg. This company specialize in repairing all makes of magnetos.

J. G. F., Alta.—You can obtain repairs for the "Hero" fanning mill from the Twin City Separator Co., Quelch St., Winnipeg.

G. A. W., Alta.—Repairs for the "Fosston" fanning mill, also sieves for same, can be obtained from the John Deere Plow Co., Calgary branch. Repairs for all Moline implements, plows, discs and seeders are carried by the John Watson Manufacturing Co., Chambers St., Winnipeg.

A. E. D., Sask.—The well drill operated by a Cushman engine is, we believe, the "Improved Powers" drill, manufactured by the Lisle Mfg. Co., at Clarinda, Iowa. This company have a branch office in Saskatoon, operating under the same name as the parent company. Other manufacturing concerns producing well drills and equipment are: The Ontario Wind Engine & Pump Co., Regina; North Star Drilling Co., Regina; Brandon Machine & Implement Works, Brandon; Armstrong Manufacturing Co., Waterloo, Ia.; American Well Works, Aurora, Ill.

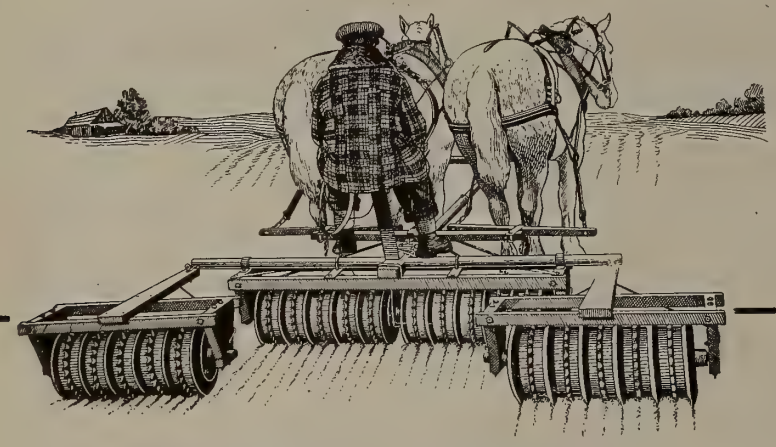
O. W. E. P. Co., Ont.—The windmill referred to in editorial, as developed for producing electric current, is a type manufactured by the Perkins Corp., Mishawaka, Ind. The idea of generating current from a windmill is not new. Many installations of this type are in use in England, Holland and Denmark.

J. H. McC., Man.—You can secure repairs for "National" scales from the manufacturers, the National Manufacturing Co., Ottawa, Ont.

K. & S., Man.—You can get any repairs required for a "Kentucky" seed drill from the International Harvester Co. of Canada, Winnipeg.

H. B. U., Alta.—For information and particulars on a line of weed burners, address the Agricultural Supply Co., 902 Union Bank Bldg., Winnipeg.

R. H. & I. Co., Man.—Incubators are handled by the following firms: Wood, Vallance & Co., Winnipeg; J. H. Ashdown Hardware Co., Winnipeg; W. Rennie Co., Steele Briggs & Co. and J. A. Simmers, Ltd., all of Winnipeg.



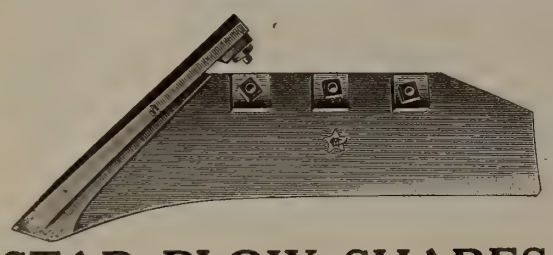
Farmer Jones Packers

Convertible Mulcher

Truly the greatest packer on earth, and wonderful patented features will always maintain its superiority.

ALSO SURFACE AND SUB-SURFACE PACKERS

All sizes and widths in stock for immediate shipment—2, 3 and 4-furrow, 10, 12, 15 and 21-foot widths. Write for full information and place your order early.



STAR PLOW SHARES

We have a complete stock in our warehouse of all makes and sizes to fit all plows including: Bradley, Bement, Canton (P. & O.) Case, Cockshutt, Deere, Defiance, Emerson, Fuller & Johnson (Madison), Grand Detour, Hamilton, Morrison, Moline, Oliver, Paris, Reliance (Janesville), Rock Island, Rumely, Sattley, Thompson, Tudhope-Anderson, Verity.

WOOD GOODS

We carry a full line of well and favorably known Wood Goods.

Write for Price List.

F. G. WRIGHT & CO.

72-74 HENRY AVE. : : WINNIPEG

EXPLANATORY AS TO THE

"VEGA" CREAM SEPARATOR

An extensive and (from a sales point of view) most successful advertising campaign directed to the consumer has been in operation for some time throughout Western Canada.

It is true that sales have taken place direct, but only in a few cases in which no representing agency was in or near the neighborhood.

TO DEALERS

We are anxious to secure an agent at every point of settlement where we are not now represented, and the terms of our agency are most generous.

In fact, no live dealer can fail to make big returns from this finely constructed, simple and fast-selling dairy machine—second in rank to nothing in Cream Separators, from whatever source of origin.

If you are open to handle the "Vega" and co-operate in this big selling campaign, let us hear from you. We will guarantee that the fullest publicity covers your district and that commission is paid to agent on all sales, whether they come through him or reach us direct.

Correspondence from all parts of Western Canada is cordially invited and complete literature will be sent by return mail.

FORTUNA CREAM SEPARATOR COMPANY LIMITED

DIRECT FACTORY REPRESENTATIVES

WINNIPEG MANITOBA

The Nor'-West Farmer

The Pioneer Farm Journal of Western Canada

Vol. 40. No. 4 February 21, 1921 64 Pages

Firms Advertising Tillage Machinery

in The Nor'-West Farmer

T. E. Bissell Co., Ltd. Elora, Ont.

Christiansen Implements, Ltd. Winnipeg

Canadian Oliver Chilled Plow Works Saskatoon

Cushman Motor Works, Ltd. Winnipeg

Cockshutt Plow Co., Ltd. Winnipeg

J. I. Case T. M. Co. Racine, Wis.

J. I. Case Plow Works Racine, Wis.

Canadian Avery Co. Winnipeg

The Dunham Co. Berea, Ohio

John Deere Plow Co., Ltd. Winnipeg

Emerson, Brantingham Co. Rockford, Ill.

Fairbanks-Morse Winnipeg

International Harvester Co. Hamilton

Massey-Harris Co., Ltd. Toronto

Magnet Metal Works Winnipeg

Rock Island Plow Co. Rock Island, Ill.

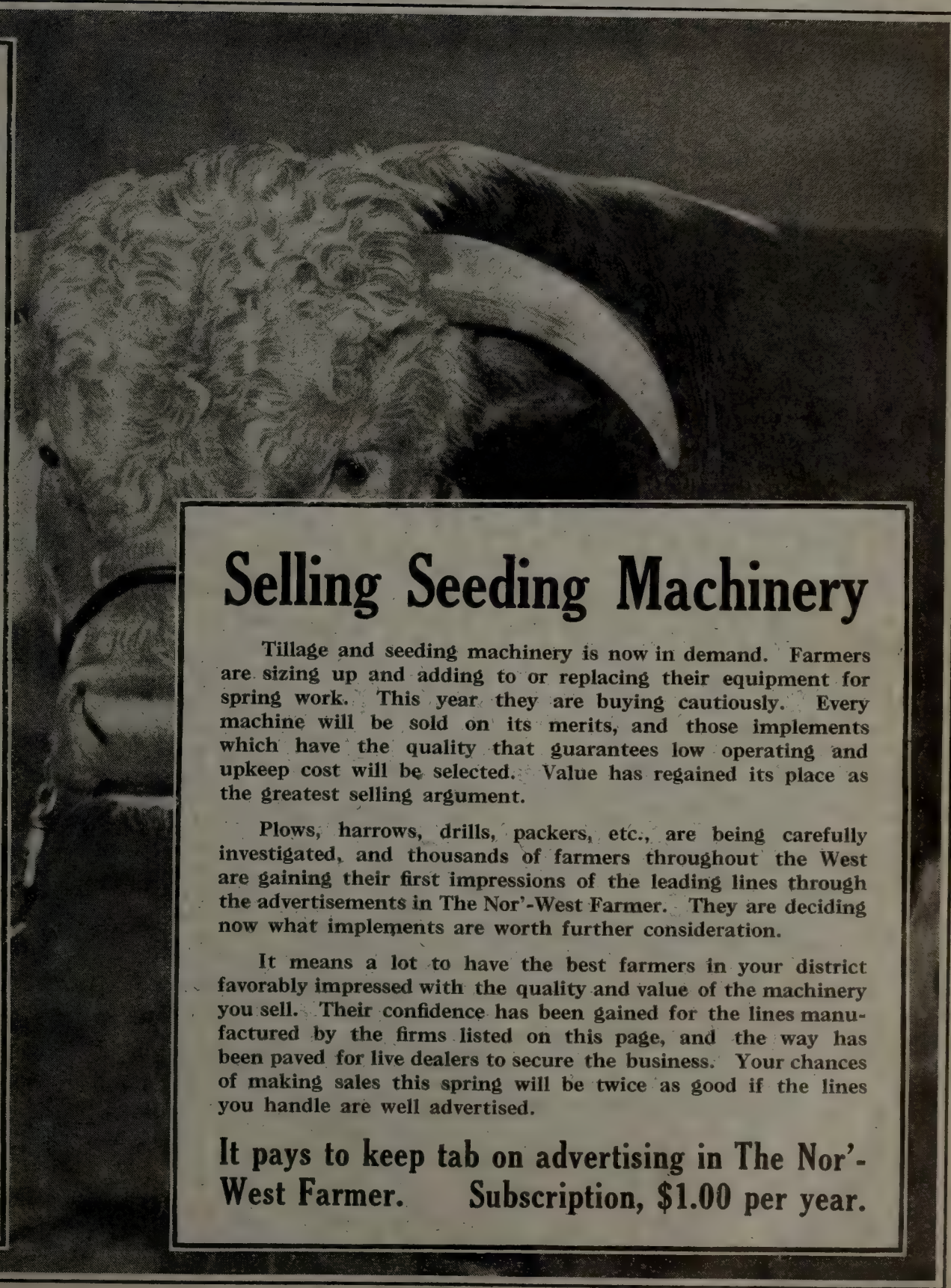
Saskatchewan Grain Growers Regina

Sawyer-Massey Co., Ltd. Winnipeg

United Grain Growers, Ltd. Winnipeg

Waterloo Manufacturing Co. Regina, Sask.

John Watson Mfg. Co. Winnipeg



Selling Seeding Machinery

Tillage and seeding machinery is now in demand. Farmers are sizing up and adding to or replacing their equipment for spring work. This year they are buying cautiously. Every machine will be sold on its merits, and those implements which have the quality that guarantees low operating and upkeep cost will be selected. Value has regained its place as the greatest selling argument.

Plows, harrows, drills, packers, etc., are being carefully investigated, and thousands of farmers throughout the West are gaining their first impressions of the leading lines through the advertisements in The Nor'-West Farmer. They are deciding now what implements are worth further consideration.

It means a lot to have the best farmers in your district favorably impressed with the quality and value of the machinery you sell. Their confidence has been gained for the lines manufactured by the firms listed on this page, and the way has been paved for live dealers to secure the business. Your chances of making sales this spring will be twice as good if the lines you handle are well advertised.

It pays to keep tab on advertising in The Nor'-West Farmer. Subscription, $1.00 per year.

THE HEAD OF A HEREFORD CHAMPION

Winnipeg : THE NOR'-WEST FARMER LTD., PUBLISHERS : Canada

$2,300

RUGGLES

1-Ton

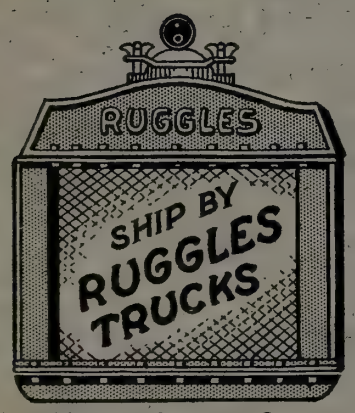
RAPID DELIVERY

TRUCKS

A quick reliable motor transportation unit

Made in Canada

for motor truck users everywhere



MADE IN CANADA

Equipped with standard express body, canopy top, pneumatic cord tires, electric lights, electric starter and horn, full length running boards and rear mud guards

$2,300 F.O.B. London

STANDARD MODELS

RUGGLES 1½ ton Chassis
Seat and Solid Tires, $2,845

RUGGLES 2½ ton Chassis
Seat and Solid Tires, $3,695

RUGGLES 3½ ton Chassis
Seat and Solid Tires, $4,875

F. O. B. London

RUGGLES TRUCKS

Address all Correspondence to Department 7

RUGGLES MOTOR TRUCK CO., LTD., LONDON, CANADA

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 4 WINNIPEG, CANADA, APRIL, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

National Importance of the Farmer

"While the farmer's place in the community has always been important, all classes now recognize, as never before, that the national welfare depends on increased agricultural production."

Manning W. Doherty
Ontario Minister of Agriculture

As the pioneer Bank of Western Canada we are bankers for the United Grain Growers, the United Farmers of Alberta and the Saskatchewan Co-Operative Elevator Company. 454

UNION BANK OF CANADA
Head Office : : WINNIPEG

Reduce Your Fire Insurance Overhead by 50%

Our Hardware Companies have returned 50% of the premium paid (based on board rates) to United States Hardware and Implement policy holders since 1908.

The Canadian Hardware and Implement Underwriters

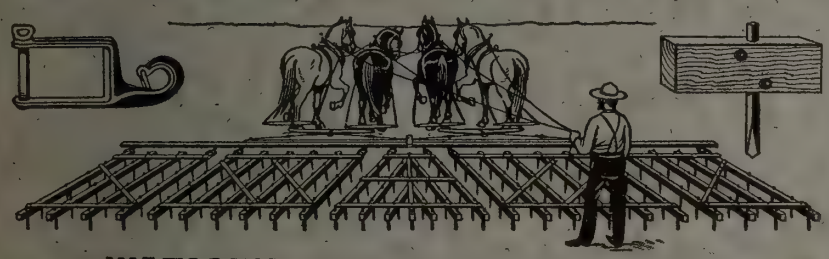
C. L. CLARK, MANAGER
802 Confederation Life Bldg., Winnipeg
(Operating in Alberta, Saskatchewan, Manitoba and Ontario)

PROVINCIAL AGENTS WILL CALL AT YOUR REQUEST.

INSURANCE IN FORCE	OVER $274,000,000.00
NET CASH SURPLUS	OVER $ 1,900,000.00
DEPOSITED WITH DOMINION OF CANADA	$ 150,000.00

REFERENCE: BANK OF MONTREAL, WINNIPEG

Sell WATSON'S HARROWS



WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design. Have exclusive features. Easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet; 174 Tooth, 30 feet; 222 Tooth, 38 feet. Consider no statement that you can get harrows "just as good" as Watson's. There is but one Watson. Order it from us.

WATSON'S All-Steel Diamond Harrows. Made in two weights: 35 and 50 pounds per section. Interchangeable on any diamond harrow draw-bar. The best implement made for cultivating soil around growing grain. Ask for prices.

Genuine Moline "ACME" Shares

The original soft centre share. Give perfect wear. Order your stock now.

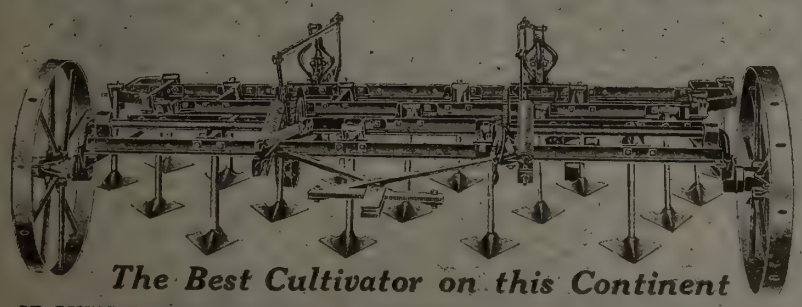
Repairs for "Monitor" Drills, Moline Plows and Moline Disk Harrows—Mandt Wagons and Farm Trucks—National and Mandt Manure Spreaders—Moline Engine Gangs—Adriance Binders, Mowers and Rakes.

Also Repairs For
Janesville Plows, Disc Harrows, etc.

SEND US YOUR REPAIR ORDERS

John Watson Mfg. Co. LIMITED
311 CHAMBERS ST., WINNIPEG, Man.

Ronald-Smith Cultivators



The Best Cultivator on this Continent

IT GIVES UNIFORM CULTIVATION—This means a better seed bed.
IT WILL NOT CLOG—Just think of it.
IT HAS A SHEAR THAT WILL DO THE WORK—And a little more.
It has a frog to support the shear wing with quantity and quality of material that enables us to guarantee that it will stand up to the work you put it at and do that work with ease.

Agencies open for this machine—Write before it is too late.

Western Implements Limited
6TH AVE. & SCARTH ST. - - - REGINA, SASK.

TO PROTECT DEPENDENT ONES

is the bounden duty of every man, and this is best done by means of suitable Life Insurance. Insurance in its most attractive form is offered under the Limited Payment Policies issued by the Great-West Life. Not only is adequate provision made for dependents but the insured is able to provide for his own future as well.

The cost—profit returns—and every other feature of this plan makes it a most desirable form of Insurance. Ask for the leaflet "Common Questions Briefly Answered," giving interesting information.

The GREAT-WEST LIFE ASSURANCE Co.
DEPT. "P 16"
HEAD OFFICE - WINNIPEG

As Sure as Fate!

¶ In bottom lands or rolling prairies, from the fierce heat of Texas to the cool plains of Canada — wheat will be grown this year.

¶ And wherever grain is grown there will be a demand for good, strong, clean-running binder twine. Our mills are operating night and day to prepare for the demand we know to be as sure as fate.

¶ Why wait until the last minute to file your order?

Plymouth Cordage Co.

Welland, Canada

Canadian Distributing Agencies

W. G. McMahon
(Representing Lindsay Bros.)
Winnipeg, Man.

Hobbs Hdw. Co., Ltd.
Toronto, Ont.

PLYMOUTH TWINE

5-35

Are You Canvassing Thresher Prospects?

THRESHERMEN and farmers are now checking up on grain acreage for the year and analyzing the opportunities for new threshing rigs. Are you doing the same? If not, we suggest that you check up the threshermen and farmers in your vicinity who need new machines.

Farmers this year are going to be more insistent than ever about a real job of threshing.

They will demand:

Clean threshing; thorough separation; perfect cleaning; unequalled saving.

With a Case Thresher:

They can thresh grain from the heads *clean*, by the use of the scientifically designed Case cylinder.

They get *thorough separation* from the violent agitation of the Case balanced straw Rack.

They secure *perfect cleaning* through the Case adjustable sieves, end shake shoe and full width, underblast fan.

They are finally assured of *unequalled saving of grain* and protected against possible losses that might result from faulty thresher adjustment, by the Case Grain-Saving Wind Stacker.

Send us the names of thresher prospects in your vicinity so that we can co-operate with you in developing their interest in Case Threshing Machines. This will result in sales that will mean more profits to you.

J. I. Case Threshing Machine Company

Dept. D216 Racine, Wisconsin

Canadian Branch—J. I. Case Threshing Machine Company, 345-9 Dufferin Street, Toronto, Ontario

CASE

TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES.

THRESHING MACHINES

Renfrew Cream Separator

Gets More Cream and Better Butter With Less Work

SHOW your customers its great skimming record, its simplicity of construction and the ease with which it is operated, and they are interested at once.

It has several exclusive features that make it a "best seller." The patented curved wings in the bowl distribute the milk in a thin sheet to the discs so that each disc gets an equal amount to skim. The wings themselves do more than half the skimming, leaving the discs free to do the balance to perfection.

The only separator with a successful interchangeable capacity — an important feature to the farmer with a growing herd.

Easy to Fill Easy to Turn Easy to Clean

Write our nearest branch office for supplies of literature on the Cockshutt—Frost & Wood line. Business this spring is going to come all at once. Are you ready for it?

COCKSHUTT PLOW COMPANY LIMITED

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

SAWYER-MASSEY CO.

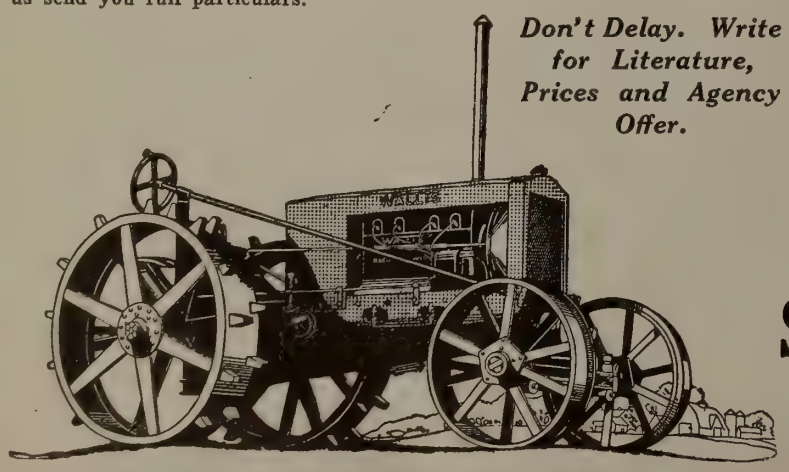
Tractors: Threshers: Road Machinery

Comprise a line that will help Western Dealers build a local business that will endure and increase. From the Sawyer-Massey 20-40 and 25-50 h.p. kerosene-burning tractors to the 11-22 general purpose farm tractor you have a tractor line that you can sell with pride, profit and added prestige.

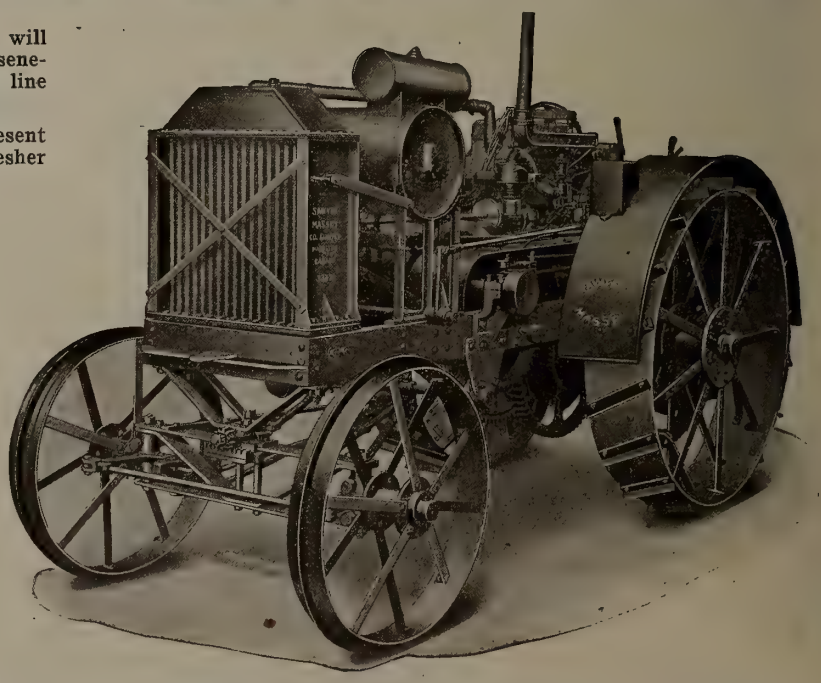
Sawyer-Massey products are made in Canada for Canadian Trade. Represent our line and become identified with a permanently successful tractor and thresher business. Write us at once. Your territory may still be open.

WALLIS TRACTORS

In good demand from the farmers who require a light-weight, durable tractor of proven dependability. Backed by a record of 10 years' performance at every type of farm work. Special "U" shaped one-piece steel frame. All parts enclosed in dust-proof casing, and run in oil bath. Let us send you full particulars.



Don't Delay. Write for Literature, Prices and Agency Offer.



Sawyer-Massey Company Limited

Head Office and Factories: Hamilton, Ont.

WINNIPEG REGINA SASKATOON
CALGARY EDMONTON

CANADIAN FARM IMPLEMENTS

Vol. XVII., No. 4 WINNIPEG, CANADA, APRIL, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c

New Farm Buildings Demand New Equipment

By D'ALTON POTTER, Beatty Bros. Limited

Building in the United States did not slump before the end of 1916. In Canada it dropped dead in the fall of 1914. Our building permits for the Dominion were $105,264,237 in 1914. In 1915 they dropped to barely a third of that amount—and have never yet come back to normal. When we consider that the building permits for Canada in 1913—our last normal year—were over 167 million dollars and yet by 1919, had only come back to 75 millions, in spite of the greatly increased cost per building we can readily see how pronounced and serious the shortage is.

This is quite as true of the rural districts as of the cities. Barns are just as scarce as apartment houses. In every section dozens of farmers have postponed the erection of a new, or remodelling of an old barn until such time as costs would go down.

High priced material; scarcity of carpenters, cement men and framers; poor or reduced transportation service—all these things combined to make the farmer just as much as his city cousin say, "I'm going to wait and rub along somehow."

In 1921 a great number of factors have combined together to make the demand for new barns and other similar buildings particularly acute.

Growing Interest in Live Stock

During recent years, a prominent Western agriculturist remarked that his only wonder was that the Western farmer did not go out of live stock altogether. He could make as much or more money out of grain, sell his crops, shut up everything and go to California for the winter on the proceeds.

This situation is reversed now. It is necessary to market some product which will make use of the cheaper feed and sell for a higher price. Thus the lower prices for oats, corn or wheat are encouraging the breeding of cattle, raising beef stock, going into dairying and other similar activities.

The result naturally will be that more and bigger barns will be needed. Livestock must be sheltered and kept in reasonable comfort if they are to do their best. Where one farmer did much dairying, for instance, when grain was way up in price, half a dozen will be doing so now.

Many men will be going into livestock more heavily this year, in view of the vastly increased supply of farm labor which our present industrial depression is setting free. There is a very distinct "back-to-the-farm" tendency, now that factory jobs are getting precarious.

Interior of a Modern Barn Fitted with Steel Stall Equipment

Increasing Stringency of Regulations

Another factor which is leading hundreds of farmers to consider very seriously this important matter of building or remodelling is the rapidly increasing stringency of government regulations. All the Western Provinces now have cream-grading laws by which the producer of dirty milk of low quality is penalized. Government slaughtering of the tuberculous herds is now in full sway in practically every province.

Every city of any size maintains a most rigid inspection of the premises in which its milk supply is produced. Only a week ago, three farmers were ordered to put in an efficient ventilation system at once or else be prohibited from shipping milk to the City of Montreal.

All these influences—educating here, compelling there, reminding this man, and warning another—are at work to show farmers the folly of "carrying on" with out of date, unsanitary, awkward or otherwise undesirable barns.

Is the Rush Coming this Spring?

From every indication we certainly think it is—and coming fast! A conference of technical and business newspapermen held in Toronto early in October expressed the view that Canada and the United States would see the beginning of the biggest building boom in years in the spring.

Here are a few reasons for this belief on our part:

In December this firm received **three times** as many inquiries from farmers intending to build or remodel, than we did in December, 1919. Our inquiries from farm paper advertising last fall and winter are away ahead of last year for half the expenditure of money.

In December we received more inquiries for steel stable equipment than for the same period either 1919 or 1918. In January, 1921, up to the 24th of the month we had received nearly six times as many inquiries as in the whole month last year; three times as many as in the whole month 1919; twice as many as in January, 1918, and three times as many as in January, 1917.

These are straight barn **building inquiries** sent in by men who are thinking of building or remodelling in practically every case **this year.** Nor are these mere empty inquiries. We are selling these men equipment to go in those new and remodelled barns, a pretty safe indication surely, that a big volume of building will be done this coming year.

Despite a great deal of ill-informed talk about dropping prices for farm produce, we are convinced, from first-hand study of the conditions, that last year's crop put the average Canadian farmer well on his feet financially. Much of the grain was marketed before prices came down materially. Last year's participation certificates were not cashed until this season, thus putting about $48,000,000 into the farmer's pockets from the previous year's operations. Moreover, the plentiful supply of coarse grains has made the life easier for the stockman and dairyman, and he, after all, is the man who needs barns.

Building Costs

The last few months have altered the situation very greatly. Had we been writing this last August, we should have been forced to say that prices were at the peak. Looking at the situation to-day we should say that prices are lower than they will be later. The farmer who gets on the job early, decides on his plan, orders his material and lets his contracts, is going to save money as compared with the man who hangs off and waits.

A representative of this firm was in B.C. recently and was told that the mills on the coast were selling for $20 per thousand, lumber which was cut out of logs worth $24 per thousand before any work was put on them.

Naturally, such a situation cannot last. It is temporary circumstances, brought about by a sudden slump which caught the lumber mills off their guard. Ordinary building lumber is now $20 per thousand less than it was in fall. It is probably $10 per thous-

and, at least, less than it will be later on, because as stocks get liquidated or get into strong hands, prices will naturally rise to a profitable level again.

At present prices the farmer gains a lot. For instance, in a small barn 30x60 feet, for which we supply plans and lumber bill, there are approximately 26,000 feet of lumber—counting joists, rafters, purlines, plates, sheeting, siding, etc. The gain to the farmer as compared to last fall, for the lumber alone is $520. Quite a considerable saving.

In that same barn there are 75 bags of cement. Cement is now about 45 cents per bag lower than it was last fall—a gain of $33.75 more. Paint, locks, nails, spikes, corrugated sheets, barn door track, stable equipment—practically everything is down from its peak. Labor is perhaps not much cheaper, but it is vastly more efficient—which amounts to the same thing.

The conclusion we reach is that the wise farmer who needs buildings—and most of them do to some extent—will build or remodel this spring. For years we will not get a better chance. Taking an average survey of the Dominion, he is more than able to afford it. We do not wish to be misunderstood. We are too close to the farmer to imagine him as rolling in wealth. But, on the other hand, it is only good business for him to bring his buildings up to an efficient level.

The implement and barn equipment dealer who also handles building material has a great opportunity in front of him. Not only can he develop a good local business in new farm buildings, but for such buildings the up-to-date farmer requires barn and stable equipment of all kinds, from ventilators to steel stalls.

Lower Twine Prices for 1921

During the second week in March the leading producers of binder twine announced their prices for the coming season. The prices show a reduction of one-half cent per pound on all lengths. The prices are based as they have been for many years on the average cost of fibre, prices of which have covered a wide range during the past ten months.

The factories state that the present cost of converting fibre into binder twine is the highest ever known in the entire history of the binder-twine industry. This applies not only to the cost of the fibre but also in actual cents per pound. The cost is said to be almost double what it was when the U.S. food administration allowed the manufacturers a margin of 4 cents in 1918 and 1919.

Increased freight rates have added to the average cost of the fibre delivered to the mills. Ocean freights from fibre-growing countries remain high, and twine for the Western Canadian trade has reflected in its value the factors of higher freight rates and the rate of exchange on Canadian funds.

Brantford Cordage Co.

The Brantford Cordage Co., Brantford, Ont., issued its twine prices for the season on March 12th. The following are the wholesale or cost prices to dealers on the four Maple-Leaf brands of binder twine:

	Per lb.
Gilt Edge (650 ft.)	21¼c.
Gold Leaf (600 ft.)	20¼c.
Silver Leaf (550 ft.)	18¾c.
Maple Leaf (500 ft.)	17¼c.

Brantford twine is payable net October 1st, 1921. For cash remitted promptly on arrival of goods a straight discount of 5 per cent will be allowed. Freight is allowed to stations in Ontario in lots of 300 lbs. and over. The usual rebate of ⅛-cent per pound on five tons or over and ¼-cent per pound on carloads or over is allowed.

Brantford twine prices in 1920 were as follows: Maple Leaf, 500 feet, 17¾ cents; Silver Leaf, 550 feet, 19¼ cents; Gold Leaf, 600 feet, 20¾, and Gilt Edge, 650 feet, 21¾ cents.

International Harvester

Following is the schedule of the International Harvester Company of Canada:

	Per lb.
Sisal and Standard (500 ft.)	17¼c.
Standard Manila (550 ft.)	18¾c.
Manilla (600 ft.)	20¼c.
Superior Manila (650 ft.)	21¼c.

The above prices are f.o.b. Fort William, Ont. On orders for 24,000-pound orders a discount of ¼-cent is allowed, and on 12,000-pound orders a discount of ⅛-cent. The cash discount is 5 per cent off for cash.

Comparing this with last year's quotations, we find the following as 1920 prices on twine manufactured by the International Harvester Company:

Prices in 1920: Standard, 17¾ cents per lb.; Standard Manilla, 19¾ cents per lb.; Manila, 20¾ cents per lb., and Superior Manila, 21¾ cents per lb. This gives a reduction of ½-cent per lb. on the 1920 price.

Plymouth Cordage Co.

The schedule of the Plymouth Cordage Company is as follows:

	Per lb.
Sisal and Standard (500 ft.)	17¼c.
Extra (550 ft.)	18¾c.
Superior (600 ft.)	20¼c.
Gold Medal (650 ft.)	21¼c.

Above prices are f.o.b. at Fort William, with a discount for quantity of ⅛-cent per pound on 10,000-pound lots and ¼-cent a pound on carload lots. The cash discount is 5 per cent.

Plymouth prices in 1920 were as follows: Standard, 17¾ cents; Extra, 19¼ cents; Superior, 20¾ cents; Premax (650 feet), 21¾ cents. This then gives the same reductions per pound on 1920 twine as in the case of the International, as quoted above.

Prison twine prices in the U.S. are low this year. Wisconsin giving Standard at 12 cents per lb. and 600 foot at 15 cents. Minnesota state prison make a price of 12 cents per lb. on standard and sisal and 600 feet at 15 cents, 650 feet at 16 cents. Prison twine cannot be sold in Canada.

U.S. Sales by Bale

In the United States both the International Harvester Co. and the Plymouth Cordage Co. have put into effect the plan of selling binder twine by the bale instead of by the pound. On this basis the prices per bale for the various grades are as follows:

Sisal (500 ft.)	$7.25
Standard (500 ft.)	7.25
Standard manila (500 ft.)	8.00
Manila (600 ft.)	8.75
Superior (650 ft.)	9.25
Pure manila (650 ft.)	9.75

Allowance of 6¼ cents per bale on lots of 200 bales, and 12½ cents per bale on carloads of 400 bales or more.

This change in U.S. territory has been made necessary by the existence of net-weight twine laws in several states. These laws require that the price per pound shall apply to the net weight of the twine, 48 pounds to the bale, leaving the tare, consisting of bag and lashings, to be covered in some other way if at all. There was a choice of two solutions—make a charge for the net weight at the pound price and an extra charge for the bag and lashings, or sell by the bale. The latter was chosen. The result to buyer as well as seller is the same as it was under the old system. The bales weigh 50 pounds each, including sack and lashing.

The Sisal Market

Reports state that negotiations are pending between the government of Mexico and the bankers who own a large stock of sisal fibre on which money was loaned to the former sisal monoply—the Comision Reguladora, and taken in default of payment. If this deal is completed and the Mexican government buys the immense stock of fibre owned by the bankers, no doubt it will undertake to control the sisal market in one way or another, says Farm Implement News. One of its reported plans contemplates a big increase in the export duty up to two cents a pound. This amount would be an arbitrary charge against the Yucatan shippers of sisal, and of course would have to be covered by their price for the fibre. There is also the possibility of the government taking charge of the sale of all Mexican sisal through another commission, in which event competition would be destroyed. Manufacturers seeking fibre would probably be compelled to accept shipments from the bankers' stock until it was exhausted.

A report from Mexico City says in this connection:

"The henequen industry, centred in Yucatan, is now at a very low ebb. The stock on the market at Merida has been running from three to four cents a pound, instead of from 12 to 14 cents, as it had been during the war. It is claimed in Yucatan that this condition is caused by a surplus of nearly 500,000 bales in the hands of the Eric Corporation for which there is no market. The expense of marketing the crop has been increased by loading charges, which, it is claimed, are $25 per ton, or a little over one cent a pound.

"The Comision Reguladora has been bankrupt for some time, and the government is now trying to reorganize and refinance it in the sum of $15,000,000 to $25,000,000. The object of the new corporation will be to carry the accumulated stocks in the United States, valued at $10,000,000 or more, and to carry as large stocks on the local market as may be necessary."

Tractor Show Facts

At the recent tractor show at Columbus, Ohio, approximately 100,000 square feet of floor space was sold. Forty per cent of the total attendance of 52,000 classed themselves as farmers.

In all there were 201 firms exhibiting. The exhibits classified: Accessory, 80; tractors, 47; implements and belt-driven machinery, 45; farm and trade paper publishers, 20; motor trucks, 10; oils, 10; garden tractors, 9; lighting plants, 3; two engineering societies and one engineering company.

Most checkered careers lead to stripes.

G. B. HOLMES

GENERAL MERCHANDISE AND IMPLEMENTS

AUTO TIRES AND ACCESSORIES

SPECIALIZING ON ADVANCE-RUMELY LINE

UNION MILLS AND KINGSBURY, IND.,

January 24, 1921

Advance-Rumely Thresher Co., Inc.
La Porte, Ind.

Gentlemen:

During my first year with the Rumely contract I sold over $78,000 worth of Rumely goods, not to mention my increased farm implement sales. For fifteen years previous to taking on the Rumely contract I had represented a strong competitive line, but my first Rumely year exceeded the total of the previous years' business with the other line.

I cannot imagine a more profitable and satisfactory line than OilPull tractors, Ideal threshers, Universal steamers and Rumely trucks.

Very truly yours

G. B. Holmes

A Letter From Holmes

The above letter from Guy B. Holmes, Advance-Rumely dealer at Kingsbury, Indiana, gives a glimpse into the possible future of any dealer who secures the Rumely contract this Spring.

The Rumely contract not only brought Holmes $78,000 worth of Rumely business the first year, but increased all the other branches of his business as well.

There are many latent Rumely dealership possibilities as rich as this in many states—perhaps there is one in your immediate neighborhood.

Will *you* grasp such an opportunity, or let someone else develop it? Read the above letter carefully and if you would like to build a similarly profitable business, have us send you our proposition for your consideration.

G. B. HOLMES

RUMELY OILPULL TRACTOR LA PORTE INC.

ADVANCE-RUMELY THRESHER CO., *Inc.*

Calgary, Alta. Saskatoon, Sask. **LaPorte, Indiana** Regina, Sask. Winnipeg, Man.

48 Abell Street, Toronto, Ont.

ADVANCE-RUMELY

U.S. Firms Lower Prices

Recent reports from the United States show that several large farm equipment houses have gone to the trade with substantial reductions. Reductions by the International organization are announced elsewhere in this issue. The Oliver Chilled Plow Works announced reductions in the middle of January. The reports state that it appears probable that other manufacturers will follow in price readjustments.

The J. I. Case Plow Works Co. announces approximately a 15 per cent cut on all its products, effective immediately. This cut will affect tractors, power farming implements and tillage tools of all kinds.

President Wallis stated that this cut in prices of farm implements is not based upon present production costs, but is made to meet the popular demand of the farmer to-day and to be helpful in the readjustment of business.

Emerson-Brantingham Implement Co., Rockford, Ill., announce a 15 per cent reduction on wagons and gears, trucks, boxes, vehicles, five models of their tractor plows, hay presses, grain drills and attachments. The U.S. price of their 12-20 h.p. tractor is reduced from $1,700 to $1,545. The new price on the Model "Q" tractor is $1,000. The companies prices on engines have been reduced in the U.S. as follows: 1½ h.p., from $72 to $60; 3 h.p., from $105 to $95; 4 h.p., Type U, from $140 to $120; 4 h.p., Type N, from $147.50 to $125; 6 h.p., from $176 to $155. The new price of the 2 h.p., Type U, engine is $62.50.

The Samson Tractor Co., Janesville, Wis., announces a 20 per cent reduction on their Model M tractors, and 10 per cent on power plows and disc harrows.

B. F. Avery & Sons, Inc., Louisville, Ky., announces substantial reductions on the following goods: Tractor moldboard plows, two-way plows, farm wagons, farm trucks, wagon boxes, grain drills, hay presses and ensilage cutters.

A report on March 14 states that the Moline Plow Co. have advised their dealers in U.S. territory of some price readjustment in connection with machines in the Moline line.

The Vulcan Plow Co, Evansville, Ind., under date of Mar. 18, sent out a general letter to dealers, says Farm Implement News, Chicago, announcing a reduction of 20 per cent. in the prices of Vulcan plows and repairs, with the exception of tractor plows and pulverizers and repairs for them. This reduction is from the price list issued April 29, 1920.

Bateman & Companies, Inc., of New York City are advertising a 15 per cent. reduction on all implements of their make except mowers. This reduction applies to plows, harrows, rakes and tedders, cultivators, sprayers, spreaders, fertilizer sowers, potato diggers, ensilage cutters, corn shellers and some miscellaneous items. The 15 per cent reduction applies to the price list of Jan. 1.

A telegram from S. L. Allen & Co., Philadelphia, under date of Jan. 25, states that the company is reducing prices on all Planet, Jr., goods from 10 to 15 per cent.

The Champion Corp., Hammond, Ind., has revised its price list of June 1, 1920, as of Jan. 1, 1921. The new prices show an average reduction of 12.2 per cent. In the case of the No. 22 and 25 planters and the No. 1 and No. 6 diggers, the reduction amounts to 10 per cent. The No. 3 digger is reduced 12 per cent., the No. 5 digger 13.3 per cent. and the four-row traction sprayer 20 per cent. A news despatch states that the Ford Motor Co. has just announced a cut in the price of the Fordson tractor of $165. The company is quoted as stating that the cut was made possible by lower cost of materials.

An Automatic Advance Coupling

The Splitdorf Electrical Co. have developed an automatic advance coupling. This device is applicable to magnetos without impulse starters, such as on motor cultivators, small trucks, etc., and mechanically controls the spark timing for all variations in speed. Its control is accurate and scientific — better than can be obtained by the most expert hand control.

I.H.C. Reduces Tractor and Engine Prices

The International Harvester Co. of Canada has authorized its branch houses to reduce prices on all sizes of tractors and engines.

In Western Canada the present prices are as follows: International Titan 10-20, $1,250; International 15-30, $2,640. These prices are based on cash, f.o.b. Winnipeg. Prices further west are slightly higher in keeping with the added freight.

In Eastern Canada the present prices are as follows: International 8-16, $1,235; International Titan 10-20, $1,260; International 15-30, $2,700. These prices are based on reasonable terms, f.o.b. Hamilton. In the extreme east prices are slightly higher in keeping with the added freight. A substantial reduction has been made also on all sizes of International Harvester kerosene engines.

Sell Dairy Equipment

Falling grain prices are a factor that makes the farmer consider the value of mixed farming—of the steady revenue and satisfactory prices that follow the sale of dairy products. The present should be a good season for the trade to promote a demand for dairy equipment, to push this line and interest their customers in modern dairy appliances.

The necessary equipment for dairy farming has found more or less demand for some time, and this demand is picking up as spring approaches and the time for getting cattle on grass draws nearer. Separators have found steady demand and also milking machines. Barn equipment, also, has been in demand along with other dairying equipment.

Much has been said of late through the press as to the importance of dairying at this time when grain and hay are cheap and dairy products comparatively high. Farmers themselves have been quick to grasp this situation also, and many consider converting their farms into some semblance of a dairy by milking all the cows possible and getting rid of their cheap feed. The dealer should cash in on this interest in dairying.

A Big Shipment of Machinery

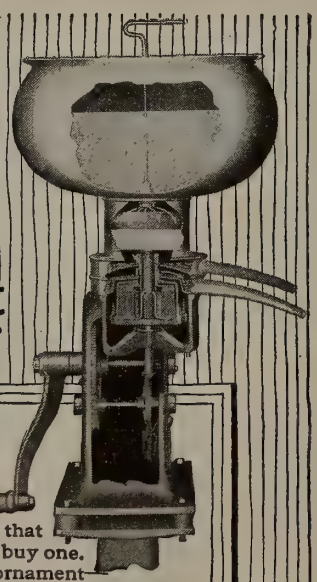
Avery Co., Peoria, Ill., made up a trainload shipment of tractors, threshers and power farming machinery, which was shipped to Columbus, O., and points east, the week preceding the National Tractor Show.

PUMPS
AND
Clothes Reels

Made in the best equipped factory in Canada.
We make and handle pumps for all kinds of work.
We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

Skims to 3/100 of 1 per cent



or better. That's what your customers buy a cream separator for—to get out ALL the butterfat that's in their milk. And that is the *only reason* they buy one. They don't buy it as an ornament—they don't buy it because it skims *some* cream — but, they buy it to save ALL the cream. And hundreds of dairy farmers are daily learning that the "Viking" is the only machine guaranteed *to do just that.* And that's why more and more dealers are writing for our new dealer proposition, No. 165

SWEDISH SEPARATOR COMPANY
William and McPhillips St.
Winnipeg Man.

"Viking" STRAIGHT DISC

De Laval

first gave us a better way of separating cream and now a better way of milking.

The De Laval Milker occupies the same position among milkers that the De Laval Separator does among separators—head and shoulders above all.

The value of the De Laval Separator Agency Contract is appreciated—not alone because it enables the dealer to secure the lion's share of the separator business, but because the De Laval is a leader among leaders and, through the friendship which it creates, pulls other business to the store.

Think of adding another leader to your line as good as the De Laval Separator, the sales possibilities of which have not been scratched, and the need of which among dairymen is as great as the need for De Laval Separators; backed by the same aggressive sales advertising and service which have made De Laval famous.

If you have not already done so, inquire about the De Laval Separator and Milker Contracts.

THE DE LAVAL COMPANY, Ltd.

MONTREAL PETERBORO WINNIPEG EDMONTON VANCOUVER

Sooner or later you will sell the

De Laval

Cream Separator or Milker

Agents, Machinery-Merchants or What?

A Letter from "Old-Timer"

The Editor, "Canadian Farm Implements."

"Dear Sir:—At the present time when the volume of business in practically every department of the trade is considerably reduced, it is of interest to consider for a little the type of individual who can actually be classed as a farm machinery and equipment dealer.

"In your various issues, which I find of great interest and much assistance to me in carrying on my business, at times there are articles by executives which seem to hint at the fact that the dealer is, in many instances, lacking in energy and aggressiveness in boosting business and in getting every possible order that may exist for his lines in the territory which he covers.

"Now, as a trade we have many grievances,, as have most classes of merchants. Our grievances, as voiced at association meetings of the Old Interprovincial Association, and of late years in the implement and automobile dealers sections of the Retail Merchants' Provincial Associations, are too well known to require recapitulation. Our trouble has been, and is, to secure a sufficient margin on the goods we sell to give the service necessary in the farm machinery business, and to come out with the money necessary to live decently and rear and educate our families. We are the last link in the chain between factory or jobber and farmer, and we take the kicks from both "fore and aft." The farmer's protests against the high price of machinery are levelled at us as though we were any deciding factor in setting prices. The wholesaler or manufacturer too often forgets that 'overhead' which is common in his own branch of the business is also common to the retail implement trade. While those of us who follow our costs closely have proven that our overhead runs from 15 to 18 per cent, or more, the average wholesaler or manufacturer seems to consider that it should be far less. I wish it were.

"But apart from this, let us consider for a moment the type of men who represent the wholesaler and manufacturer. Firstly, how many of us have died possessed of indecent wealth—made purely from selling farm machinery? I have yet to hear of one. And how many dealers are in good financial condition, able to do business as every sane dealer would like to do—to buy the goods outright, stock them in season and finance his own sales.

"Again, for years the trade has suffered from a surplus of dealers, from what may be termed 'over-representation.' How many towns are there in existence in Western Canada to-day with from three to five dealers in business, where there is actually only a volume of business that would justify the carrying on of two implement warehouses. Is this altogether the fault of men rushing into the retail trade because they thought that therein lies a nice, profitable and easy living? It is not. As all of us know, both the large and small manufacturers want as widespread representation as they can get. One company wants a dealer to sell its goods, so as to compete locally with the competitive line. Another company has the same idea, then another, and before you know a jerk water station has enough implement business around it to serve a town of a thousand population with a wide country district.

"'Why do men take on the lines?' may be asked. I would reply—'what kind of men take on the lines?' There are to-day hundreds of implement dealers in business who in energy, ability and business aggressiveness would do well in any line of merchandising. But there are hundreds of men who were never intended to be in the implement business, and who are; men who lack the business and technical experience, the ability and the capital. Why so, and who are they? There may be the retired farmer, who considered after a lifetime of paying for implements that getting in the game is a sure road to wealth. Then there is the livery stable man, the garage man, the blacksmith, the machinist, the lumber yard man, the grain man, the hardware man—oh, any old type of man who heard the oft-told tale of the producing or jobbing concerns that in the retail implement trade lay the road to good and profitable business, a sure demand, little worry and a pleasant livelihood. What is the result? Obviously, it is over-representation and inefficient retail merchandising when gauged from the standpoint of what a real implement and tractor dealer is and should be.

"Mark you, these men are not necessarily failures, nor do they go out of business rapidly. No, it is usually the man who is an implement dealer, and nothing else, who falls in the battle. Why? Because the other men are, more or less, according to their own line of business, only 'side-line dealers.' They handle implements and farm equipment, often tractors, not as a major business, but as an added line, in which they may make some money. If they don't—well, they have their own business to carry them on. What I consider, sir, is this: that if a man is not solely and earnestly engaged in the implement business he cannot size up to the real requirements that are the obligation of a live and up-to-date farm machinery dealer. And the fact that such men are in business has doubtless had a bad effect upon the margins which the trade are allowed by their supply houses. If a man has several irons in the fire he is naturally less prone to kick on the commission offered than if he depends only upon the sale of implements and farm equipment for a living, and knows his costs.

"Will it in the end produce a better class of dealer, real farm machinery merchants, experts in the technical end of the game knowing what their community requires and the service they owe that community, or will it not? The man who is blacksmithing, running a livery, or selling lumber, and who carries a line of implements, will assuredly tell John Smith he can sell him a plow, when John mentions he needs one. Of course, he may have little or no stock, few or no repairs, and a catalogue or two in some corner, but what's the odds—he is, by virtue of his contract, an 'implement dealer.' How many dealers are operating solely implement businesses to-day who have that class of competition? Eradicate it. How? So long as the companies must have representation of some kind so long will such dealers exist.

"The best way to solve the problem, in my humble opinion, begins not with the dealer, but with the wholesaler or manufacturer. Could not these factors in the trade, through their representatives who place agencies, do all that they can, by sizing up the men, to appoint men who are really qualified to give them good, live, efficient dealer co-operation. Would it not be better, in terms of volume of business secured to have fifty real dealers in a given territory than 150 half or quarter time men who are simply representing a line because they 'took it on.' I venture to suggest that in the end possibly fewer but better dealers would mean better business not only for the companies but for the men in the retail trade. The weeding out process would leave the right class of men, who granting adequate margins would make good. I don't mean the men who do business in a livery stable or back lot, but real dealers—men who stock samples, carry repairs, use a prospect list, advertise, who are located in nice premises on the main street, who are, in fact, implement, tractor and farm machinery dealers, not curb-stone and part time 'agents.' This industry is too big, too important, to place its distribution through inefficient channels.

"For example, down the street from my store is a blacksmith shop. This worthy man is also an implement agent. My heart is kindly toward him, for he is a good scout ,even though he is making a lot more money than me between gas welding. car and tractor repair wagon repair and shoeing. I only regret that I didn't learn to be a blacksmith, for they, at least, show implement dealers what can be done through organizaion.

"The point is: My friend down the street has no idea what the overhead in his implement business is. If he is not too busy sharpening shares at 50 cents each he'll talk over the sale of a plow or seeder with the farmer. He'll sell him a seeder in fact, and will tell him to take the blame thing and set it up himself. Again the point is, that Jack is a mighty good blacksmith, but is not exactly what an implement dealer should be. He does not lose any sleep over the volume of implement business—it's just a side line with him.

"As I said, the responsibility for such conditions lies not with the men who are agents, but with those they represent. Those of us, and we are many, who have followed the game from the single share to the engine gang, from the horse to the gas tractor, believe that we can do more business without being forced into other classes of business, if only we were not hedged about with such selling systems. This is the age of specialization in everything—especially in farm equipment retailing. It has been my lifetime's business. I like it—if only I could see where the trade is to end, and how. Personally, I hate like hell to open a soda fountain on my warehouse floor—but I, too, will have to take up a side line.'"

Thanking you for the space, Mr. Editor, I am, yours etc.,

"Old-Timer."

Climate and the Dairy Barn

The committee on ventilation of farm buildings of the American Society of Agricultural Engineers is making a study of the proper housing conditions for stock in different parts of the United States and Canada.

As the cow is the source of heat in the dairy barn, it follows that the construction and ventilation of the barns must be different in the northern part of North America than in the southern to maintain the proper temperatures and sanitary condition of the air.

An article under the head of "Climatic Dairy Barns" by W. B. Clarkson and C. S. Whitnah will be published in a future number of the society's journal "Agricultural Engineering".

Elevates by Air Blast — No Chains Gears or Buckets

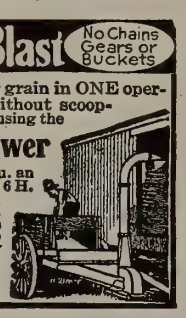
Move, clean and grade your grain in ONE operation; fill bins and cars without scooping and make more money by using the

Liberty Grain Blower

Elevates 30 feet—300 to 800 bu. an hour. Only ONE moving part. 6 H. P. runs it. One man can move it. Costs half price of oldstyle elevator.

FREE BOOK illustrated, tells how to increase grain profits. Send name for copy—a card will do.

LINK MFG. CO. Dept. 708
Portage la Prairie, Man.



The Maytag Company Limited

WINNIPEG CALGARY

WRITE US, mentioning this publication, for catalogues and prices of the famous ALL-STEEL RUTH SELF FEEDER, any of the six styles of Maytag Washing Machines, Oils, Belts, Headlights, and all other Threshers' Supplies. (PRICES ON REQUEST AND SERVICE UNEXCELLED) **Do Not Delay.**

"Eastlake" Tanks Build Business

A Type for Every Farm Use

Durable Serviceable In Demand Everywhere

Turn Water into Dollars

Well watered livestock pays in the end by increased weight and better quality of meat. A satisfied customer is an asset, and "Eastlake" Tanks assure satisfaction. The "Eastlake" Tank line has proven its superiority. They have proven their worth. Built without a weak spot. Known everywhere for quality construction.

Stock Tanks, House Tanks, Cisterns, Gasoline and Oil Tanks, Wagon Tanks, etc.

Catalogs and Agency Offer Sent on Request

The Metallic Roofing Co. of Canada, Limited

797 Notre Dame Avenue Manufacturers Winnipeg

New Briscoe

Leader of Light Weight Cars

A Spectacular Car

What does this mean to you as a Dealer?

IT means that the new Briscoe will almost sell itself on the strength of its extraordinary virtues.

The 1921 Briscoe has beauty, power, riding comfort, speed and stamina—yet it is economical in every sense.

Beauty of lines and splendor of finish are its first impressive feature.

The vast reserve power of the 4-cylinder Briscoe Motor accomplishes the most spectacular hill-climbing, or throttles down to an effortless crawl in traffic, to dash ahead the instant there is an opening. Its gasoline and tire economy is amazing.

The new Briscoe starts with surprising ease, the clutch engages with velvet smoothness. The gears shift silently with only a touch of the gear lever. And the operation of the brakes is so smooth and positive that it gives a demonstation of perfect control, quickly obvious to a prospective buyer.

The use of extra long springs, and soft, luxurious upholstering achieves an impressive riding comfort.

The 1921 Briscoe proves far beyond anything expected of a car at so moderate a price.

It is a spectacular car—therefore the ideal car—both from the standpoint of quick, profitable sales, and dependable satisfaction.

THE

Canadian Briscoe Motor Company

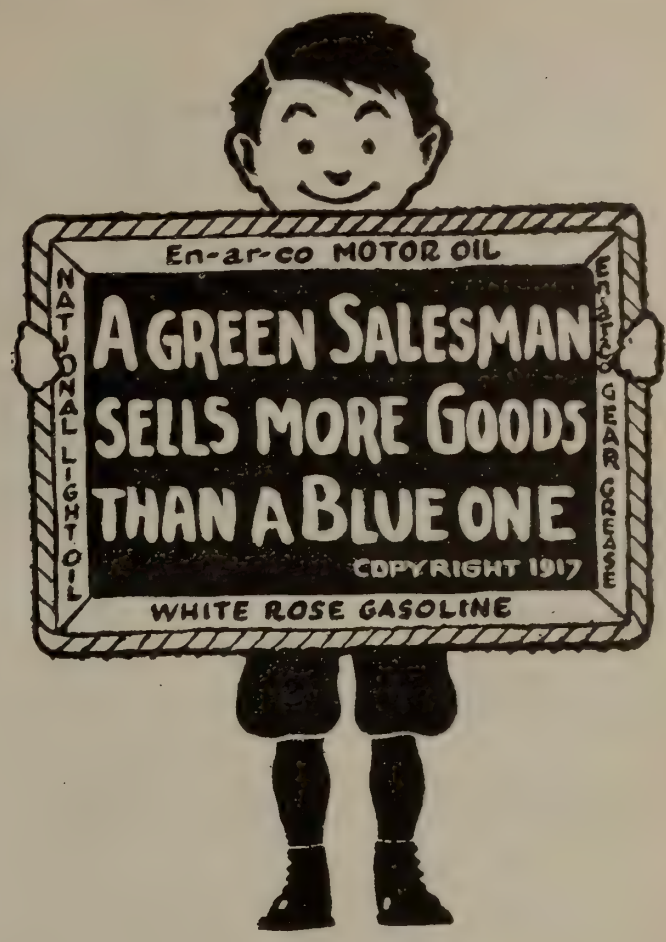
LIMITED

Head Office and Factory - Brockville, Ont.

Western Service Station, 156 Princess St., Winnipeg, Man.

WESTERN DISTRIBUTORS:

F. N. McDonald & Co., 156 Princess St., Winnipeg.
McKee Motor Company - - Regina
Gillespie & Mansell - - Saskatoon
Diamond Motor Co. - - - Calgary
J. R. N. Cooke - - - Edmonton



This is the Business-builder for You

This life-sized boy and his big slate with a new and interesting little saying on it every other day; it's the feature that is producing sales, getting people talking and bringing new business to En-ar-co Dealers all over the country.

Have you got it? If not, let us tell you about our system of supplying it, along with the interesting epigrams that make it a real business-getter.

Use the coupon below at once. Your big season is just beginning. You are anxious to make it the best you have ever had. The En-ar-co Boy and Slate Sign will help you. Tear out and Mail this coupon immediately to the En-ar-co Branch nearest you, and full and free particulars will be forwarded you by return mail.

CANADIAN OIL COMPANIES Limited

Branches:

Toronto, London, Montreal, Quebec, St. John, Halifax Winnipeg, Regina, Saskatoon, Edmonton, Calgary

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TO CANADIAN OIL COMPANIES Limited

Nearest Branch .....

Tell me without obligation how I can secure the En-ar-co "Boy and Slate" and Epigram Service.

NAME.....

STREET.....

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I AM IN THE..... BUSINESS
(Indicate kind of Business)

C.F.I.4

The Development of a Great Canadian Business

From 1847 to 1920 is a long time, as years go, in a country like Canada, and "Massey-Harris —An Historical Sketch", a new book published by this pioneer implement concern, is of interest to every man in the industry. It outlines vividly the beginning of the company and its remarkable development until to-day it markets its products all over the world.

The Massey implement business began on the farm. Before 1847, Daniel Massey, a farmer near Coburg, Ont., set up a little shop to make plows, scufflers and sugar kettles. In 1847 he built a little one-story plant at Newcastle. His son entered the business, and in 1855 became sole proprietor, remaining its head until his death in 1896. In 1861 the firm brought out the Woods mower, and in 1863 the Woods self-rake reaper.

The Harris side of the company started in 1857 when Alanson Harris moved into a little shop, at Beamsville, and with five men began to manufacture revolving hay rakes. John Harris, his son, entered the business in 1862. In 1872 the firm of A. Harris, Son & Co. moved to Brantford. The book gives many interesting particulars of how those pioneer implement makers developed mowers, plows, reapers, root-cutters, corn-shellers, etc.

In 1879 A. Harris, Son & Co. opened a branch of their business in Winnipeg, and in 1883 at Prince Albert. In 1884 their goods were shipped from the "end of steel", then at Qu'-Appelle, in Red River carts, north 300 miles to the Prince Albert branch. In this year the first self-binder that ever worked in the Canadian West—a Harris machine—was tested on a farm near Edmonton.

One of the Plants of the Massey-Harris Company

In 1864 the Massey Works, at Newcastle, were burned down but were replaced. In 1869 they produced the "Ithaca" steel rake, the first automatic dump horse rake to be built in North America. In 1870 the business was incorporated as the Massey Manufacturing Co., and in 1879 they moved their entire plant to Toronto.

An exceedingly interesting chapter in this book deals with the development of the self-binder in Canada.

As time passed, the Massey company developed a strong personnel through the members of the family. In Brantford the Harris company had attracted such men as J. K. Osborne, Lyman Jones, J. H. Housser and J. N. Shenstone. Each company during the eighties' and nineties' of last century was showing great progress; medals and diplomas for their machines were being won not only in Canada but in Great Britain, France, India and other countries. In fact the two concerns were strong competitors so that in 1891 they resolved to make competition co-operation, and the amalgamation of the Massey and the Harris interests was consummated.

Patterson Bros. & Co., of Patterson, makers of mowers and other lines, had started in 1850. In 1891 they amalgamated with J. O. Wisner, Son & Co., of Brantford, and in the same year the two were taken into the

Display a Sample

MAX

OIL WAGON TANK

on our special "Sample Tank" terms and you will find it a great help in closing sales.

EVERY OIL USER

in your district is a prospective purchaser of some Oil carrying or storing equipment.

MAX

UNDERGROUND STORAGE SYSTEMS
OIL WAGON TANKS
OIL BARRELS

are built to meet this demand.

Western Steel Products Limited

WINNIPEG Man. | REGINA Sask. | CALGARY Alta. | EDMONTON Alta.

Dealers! Grasp this Opportunity for Quick, Clean, Profitable Sales

We are Clearing our Separator Stock at Special Snap Prices

"VIKING" Cream Separators

Model A, $35.00 Model B, $45.00

CASH. Prices are F.O.B. Regina

Model A (weight about 85 lbs.), has capacity of 200 lbs. per hour. Model B (weight about 140 lbs.), has capacity of 400 lbs. per hour. Get a stock. Give your customers the biggest separator value on the market at a price that nets you a nice margin of profit. Every separator is guaranteed by the manufacturers, the Swedish Separator Co., Chicago, Ill.

Shipment to Manitoba, Saskatchewan or Alberta Don't delay. Get yours while our stock lasts.

The Viking is the easiest-running separator on the market. The famous Viking disc skims to .003. Easily cleaned and kept clean. Few parts; enclosed gearing; heavy castings. They save more butter-fat each year than will pay for their cost.

DEALERS—You won't have to wait for delivery. We will ship the day your order is received. Write or wire your requirements—to-day.

Our line includes: A complete stock of Conway Buggies, Heney Harness and Blankets, Ford Commercial Bodies. Catalog and prices on request.

THE BERT CONWAY ESTATE

Albert and South Railway St. (Box 33) - - REGINA, SASK.

Massey-Harris organization. In 1892 the Verity Plow Co. joined the amalgamation of concerns, and in 1895 the Bain Wagon Co., of Brantford, was affiliated. In 1910 the Massey-Harris Co. acquired control of the Johnston Harvester Co., of Batavia, N.Y., and in 1913 they bought out as a going concern the Deyo-Macey engine plant, of Binghampton, N.Y. This plant was removed to Canada, where Massey-Harris engines are now made in Weston, Ont. Two other acquisitions by the organization were the Corbin disc harrow business at Prescott, Ont., in 1893, and the Kemp Manure Spreader Co., of Stratford, Ont., in 1904.

The company developed its foreign trade rapidly, as is shown in an interesting section of the book. Many honors were awarded their products at shows and fairs all over the world.

Facts and Figures

Such is briefly the development of the Massey-Harris Company and its associates. What of the company to-day? The yearly out-put is 275,000 complete machines. These products travel to 53 national markets. The firm manufactures over 1,000 types of machinery and implements. They have 3,500 Canadian agencies, and 700 in Australia and New Zealand.

The total floor space of the six factories is 83 acres; in all, factories and manufacturing space cover 161 acres. Twenty million board feet of lumber are carried in stock; eight miles of railway siding bring in raw materials and take out finished machines. Seventy cars can be loaded with the company's products at the same time. The workers at the six plants aggregate 7,800 men of whom 2,500 are in the Toronto factory. A timber limit of 22,000 acres is owned in Arkansas. The total capitalization of the company is over forty million dollars. For repair service there are always approximately 30,000 different spare parts kept in stock at distributing points. The company's Canadian branch houses alone employ over 1,000 men.

The executive of the company at the present time is as follows: President, Thos. Findley; hon. pres., C. D. Massey; vice-pres., J. N. Shenstone; general manager, Thos. Bradshaw; asst. general manager, Geo. Valentine; sales manager, C. L. Wisner; secretary, Vincent Massey, also R. H. Verity; Sir Edmund Walker, E. R. Wood and Lloyd Harris.

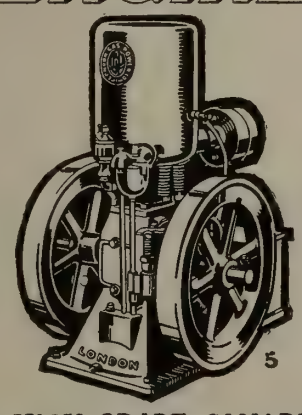
A man on his uppers is far from the top.

Lister Line Selling in Coast Province

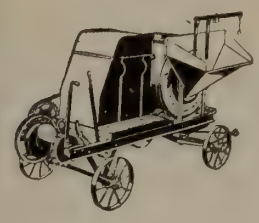
D. N. Jamieson, manager at Winnipeg, for the R. A. Lister Co. (Canada) Ltd., recently returned from a business visit to Vancouver and other British Columbia points. He reports that Charles Mulvey, 110 Water St., Vancouver, has been appointed B.C. distributor for the Lister line. Mr. Mulvey now has a complete stock of Lister goods in his warehouse to meet the demands of the British Columbia trade.

Experience is a dear teacher; the rest are underpaid.

THE LONDON ENGINE



A HIGH GRADE CANADIAN ENGINE. MODERATE PRICE
Made in five Sizes
Write for Catalogue
LONDON GAS POWER CO.
32 York St. London, Ont.



LONDON COMBINATION MIXERS

Two machines in one. A Concrete or Mortar Mixer and Builders' Hoist. Mixes and hoists at same time. Built in two sizes—Nos. 4 and 6. Any contractor who has both mixing and hoisting on the same job saves money using a **London Combination Mixer.** Implement and machinery dealers send for catalogue with price list giving agents' discounts.

London Concrete Machinery Co. Limited
DEPT K LONDON, CANADA

The "VEGA" Cream Separator

has for some time been the subject of wide publicity specially directed to the consumer in Western Canada. The result has been a most gratifying number of sales which cannot fail to reproduce themselves because of the unanimity of *satisfied owners,* who have volunteered to us their high appreciation of the machine and the character of its work.

Sales have been made direct from headquarters, but this has only taken place in a few instances in which no agent or representative of the Company was within reach of the purchaser. We are anxious to secure

AGENTS AT EVERY POINT

where there is any development or prospective development in dairy farming in sight.

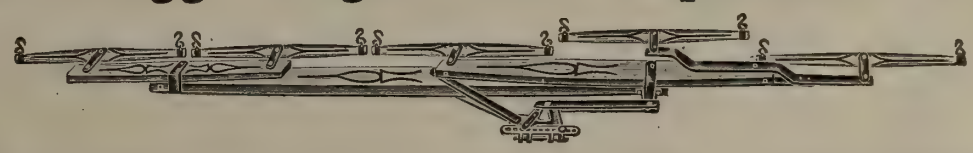
If you, Mr. Dealer, are open to handle The "Vega," get in touch with us at once. We have a splendid proposition—an indispensable that sells at sight—and every encouragement and backing will be given to really live, energetic dealers. We will thoroughly canvass the neighbourhood with first rate "pulling" literature in addition to the publicity given through the farm papers, and pay commission to appointed agents whether or not a sale comes to us direct from their territory.

Write and get full details of what we consider to be the finest Cream Separator in existence to-day — the top-notch of Sweden's great achievements in dairy machinery.

FORTUNA CREAM SEPARATOR COMPANY, LIMITED
Direct Factory Representatives
WINNIPEG : : MANITOBA

Haulage Equipment will be in Big Demand Stock Gregg Wagon and Implement Woods

The Best Plow Hitch Made.



Order A Supply Now.

4 or 5-Horse Eveners for Gang, Sulky and Disc Plows

Horse haulage is coming back—fast. Tractors and tractor equipment are high-priced. Farmers will be on the market for wagon and implement woods. Why not supply them with this fast-selling profitable line. Let us tell you about our Nos. 410 and 420 four and five-horse plow eveners, which give the most perfect distribution of draft of any evener sold. A set on your wall will assure you nice business, quick turn-over and good profits.

Carry
GREGG Wagon Hardware
Your Trade Needs it.
We supply clips, ferrules, hooks, neckyoke center and end irons, wagonbox straps and rods, etc.

Our line includes: Plow Eveners, Wagon Sets, Wagon Neck-Yokes and Singletrees, Plow Singletrees, Wagon and Plow Doubletrees, Plow Doubletree Sets, 3 and 4-horse Hitches, 5 and 6-horse Tandem Eveners, etc.

If your jobber can't supply you, write us direct

Gregg Manufacturing Co., Ltd.
Winnipeg, Man.

With the Manufacturers

London Motors Ltd. will start assembly of their "London Six" car in their new plant at London, Ont., during the month.

The Clemens Implement Co., of St. Paul, has been incorporated to engage in the implement and hardware business. The capital stock is $25,000.

With a capital stock of $200,000 the Krasberg Piston Ring Co. has been incorporated at Chicago by Herbert Bebb, Rudolph Krasberg and Julius Keller, Sr.

H. L. Pierce of the Oliver Chilled Plow Works, Minneapolis, died at his home in Minneapolis, Sunday morning, March 13, after an illness of only a week.

The A. C. Spark Plug Plant, at Brantford, Ont., is completed, which, with sixteen acres of land, has been purchased outright by the General Motors Corporation.

The Vim Tractor Company of Schleisingerville, Wis., have undertaken the manufacture of Tiger drills and seeders.

Deere & Co., Moline, Ill., has placed a new $10,000,000 bond issue on sale at 99. The bonds bear interest at 7½ per cent, and have been issued in denominations of $1,000 and $500.

The Parrett Tractor Co. and the Hicks Tractor Co. have been consolidated under the name of Parrett-Hicks Tractor Co. The Hicks concern manufactures a crawler type machine.

W. D. Hoyt, who has been manager of the Samson Tractor Co. of Omaha, has been transferred to Flint, Mich., and will have charge of the company's business in that territory.

Canadian Oil Companies recently announced a reduction of 25 cents per gallon in the price of all grades of En-ar-co motor oils and 35 cents per gallon in the price of heavy oil for tractor use.

L. H. McQuesne, the well-known representative of the Bateman-Wilkinson Co., Limited, as general agent in Nova Scotia and Prince Edward Island, has been transferred to British Columbia.

The S. F. Bowser Co. Ltd., head office, Toronto, capital $750,000 has been registered to do business in Saskatchewan. This concern manufacture gasoline and oil tanks and measuring pumps.

Parker Motors Limited, 101 Closse St., Montreal, have completed distributing arrangements for their "Parker Six" cars with Grey Motors Ltd., 301 Burnell St., Winnipeg.

The Chatham Malleable and Steel Manufacturing Co., manufacturers of automotive parts, sanitary stable equipment, etc., have completed an addition to the plant at Chatham.

Tractor fans can be driven by means of roller chains. The Diamond Chain & Mfg. Co., Indianapolis, Ind., has developed a chain drive of this character that has especially interesting features.

The Caswell Mfg. Co., Cherokee, Ia., advises that its special binder hitch designed for use with the Fordson tractor was approved by the Fordson implement distributors in the United States.

Kroyer Motors Co., Stockton, Cal., has awarded a contract for the construction of its new plant. The first building will be 90 x 440 feet, of steel brick and concrete. Work will be started immediately.

The Grid-Iron Grip Wheel Co., Toledo, O., has contracted to manufacture grid-iron grips and wheels for the Grid-Iron Grip Co., of Rock Island, Ill. The Toledo plant will have a capacity of 100 wheels and grips a day.

C. L. Messecar, general manager of the Brantford Cordage Co., Brantford, Ont., reports that the plant is working to utmost capacity with all employees on a ten-hour day. Much overtime is being worked.

The Stewart Sheaf Loader Co., Winnipeg, has decided to issue $150,000 of preferred stock to fill the authorized capital of the company of $500,000. The company state that they have orders in hand to the value of $100.000.

W. W. Clark, export manager of the Hart-Parr Company, has just returned from a four-months business trip through Europe. Mr. Clark visited the Hart-Parr distributors in England, Spain, France, Belgium, Denmark and Sweden.

W. H. Van Dervoort, president of the Root & Van Dervoort industries, centred in East Moline, Ill., died recently at his home in Moline. He was one of the best known gas engine and motor manufacturers in the United States.

The new 1920-1921 edition of the Burd Piston Ring Directory is just off the press, and the Burd High Compression Ring Company, who are the publishers, claim that it is the most complete book in existence devoted to piston rings.

The Stoughton Wagon Company of Stoughton, Wis., have put on the market a new 1-ton speed truck governed to thirty miles an hour. It has a wheel base of 130 inches, weighs 3,300 pounds, and is equipped with Waukesha engine.

Coincident with the acquisition of the farm wagon business of the Studebaker Corporation, the Kentucky Wagon Mfg. Co., of Louisville, Ky., has outlined a definite sales campaign for 1921, adding a number of men to both field and office force.

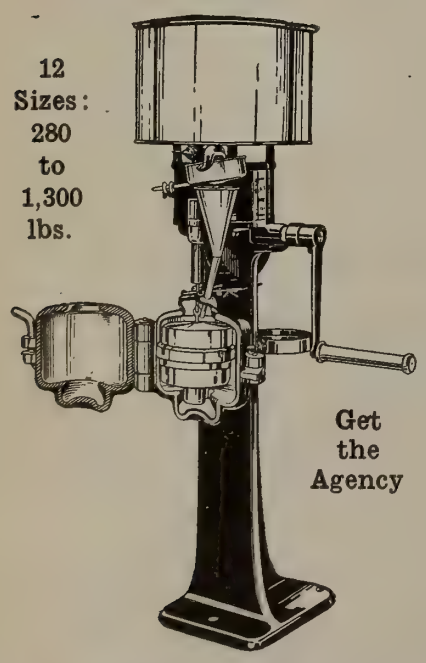
The Association of Commerce, at Oshkosh, Wis., is endeavoring to induce the La Crosse Tractor Co., La Crosse, Wis., to move to the former city. It is reported that the Oshkosh association has offered to raise one-half of the capital of $2,000,000.

Grills Tractors Corporation, Limited, Toronto, is the name of a new company incorporated with a Dominion charter to manufacture the Grills tractor invented by Henry Milton Grills, broker, of Toronto. The authorized capital of the company is $150,000.

The Armstrong Motor Works, of Lachine, Que., manufacturers of gasoline engines for over sixteen years, have recently discontinued this line to develop and manufacture, on high production basis, piston rings and pins, and

Melotte Cream Separators

12 Sizes: 280 to 1,300 lbs.



Get the Agency

We can make immediate delivery of all sizes. The "Melotte" bowl is self-balancing and frictionless. Hangs free from a ball-bearing spindle. Unequalled in construction and skimming efficiency. Sell the "Melotte" this season. For full particulars, address:

R. A. Lister & Company (Canada) Limited

Winnipeg : : Toronto

MACKENZIE, THOM, BASTEDO & JACKSON

Barristers, Solicitors, etc.

REGINA, SASK.

Solicitors for:

Advance-Rumely Thresher Co., Inc.; Aultman & Taylor Machinery Co., Ltd.; Robt. Bell E. & T. Co.; J. I. Case Threshing Machine Co.; Canadian Avery Co., Ltd.; Canadian Tillsoil Farm Motors, Ltd.; Canadian Oliver Chilled Plow Works, Ltd.; DeLaval Dairy Supply Co., Ltd.; Emerson-Brantingham Implement Co.; Hart-Parr Company; International Harvester Co. of Canada, Ltd.; A. Stanley Jones Co., Ltd.; Minneapolis Steel & Machinery Co. of Canada, Ltd.; Minneapolis Threshing Machine Co.; Nichols & Shepard Company; Petrie Manufacturing Co., Ltd.; Sawyer-Massey Co., Ltd.; Stewart Sheaf Loader Co., Ltd.; Tudhope Anderson Co., Ltd.; Watrous Engine Works Co., Ltd.

KINGSTON

IGNITION SERVICE

SPARK PLUGS—COILS

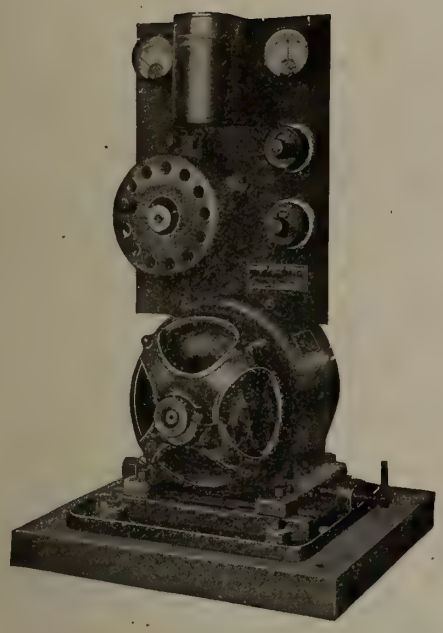
MAGNETOS—SWITCHES

KOKOMO ELECTRIC CO.

KOKOMO - - - INDIANA - - - U. S. A.

Northern Electric
POWER AND LIGHT

A Complete Line of Electric Farm Plants and Accessories



Belt connected plant—operates from any good engine

Belt Connected Plants
Direct Connected Plants
Water Systems
Portable Motors
Appliances
Wires and Supplies

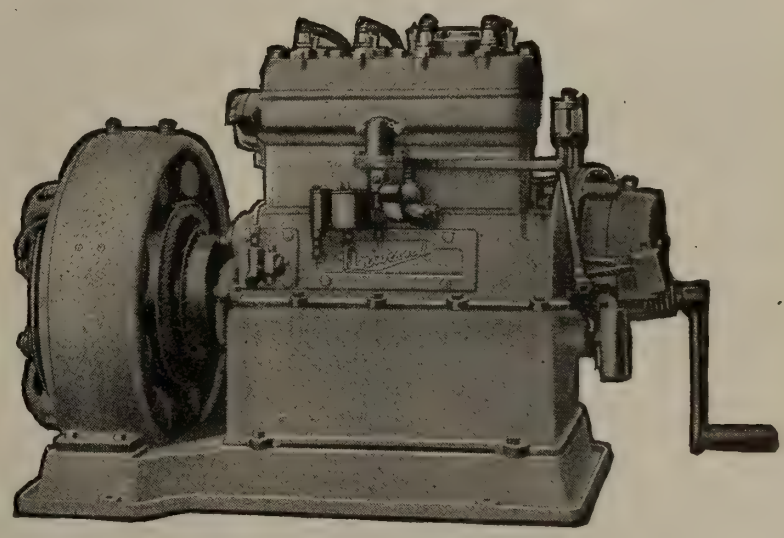
This line will make you the Electrical Headquarters of your district.

Titan Storage Battery, 16 cells supplied with each plant, 120 or 216 Ampere Hours

With the Plant you can usually sell a Water System, while limitless follow-up sales possibilities are yours with Utility Motors, Vacuum Cleaners, Washing Machines, Dishwashers, Irons, Toasters, Percolators, Wiring Devices of all kinds, Fixtures, etc.

Write Our Nearest House Now

Be the Farm Electrifier of Your District



110 Volt D. C. Universal Plant
For installations of 4KW, 8KW or 12KW

Northern Electric Company
LIMITED

MONTREAL QUEBEC TORONTO WINNIPEG CALGARY EDMONTON
HALIFAX OTTAWA HAMILTON LONDON WINDSOR REGINA VANCOUVER

other automotive parts for automobiles, trucks and tractors.

The Hart Stooker Co., Ltd., has been incorporated at Edmonton, Alta., with a capital stock of $2,000,000 to manufacture grain shockers and other implements. Incorporators are F. J. McCann, P. J. Boyle and A. Graham.

William R. Stornsell is president and general manager of London Motors, Limited, and Howard W. Soper is first vice-president and secretary. G. D. Pinner and Samuel Willis are second and third vice-presidents respectively.

The McIlroy Belting Works of Canada have opened a branch at Kingsville, Ont., employing 30 hands for a start. The parent company is located at Hammond, Ind. The company will produce solid woven and stitched canvas belting and fire hose.

The new offices of the John Deere Company, at Welland, Ont., are now completed and occupied by the company's office staff. The new building includes a large sample room where a full line of the company's products is kept permanently on display.

H. M. Carroll, advertising manager of the tractor and implement bearings division of the Hyatt Roller Bearing Co., has resigned to accept a like position with the Remy Electric Co., Anderson, Ind. Mr. Carroll has been with the Hyatt organization since it entered the tractor bearing field.

The Model L Samson, made by the Samson Tractor Co., Janesville, Wis., is using a new water type air cleaner and is equipped with an impulse starter. It has an extension on the manifold, is equipped with radiator guard and has Hyatt bearings in the front wheels. It now weighs 3,650 pounds.

The British Thompson Houston Magneto Co., of Rugby, England, manufacturers of the B.T.H. magneto, is another addition to the list of British automotive concerns seeking for a market for their goods in Canada. The Canadian General Electric Co. will act as Canadian distributors and will appoint agents.

The Delahey interests have purchased the controlling interest in the Macartney Milking Machine Company, of Ottawa, and have elected a new board of Directors as follows: Thos. Delahey, Brockville, president and managing director; Alex. Delahey, Ottawa, vice-president; Gideon Delahey, Ottawa, secretary-treasurer.

L. N. Somes, general manager of the Macartney-Simes Milking Machine Co., Bloomfield, N.J., points out that in the recent announcement regarding the formation of the company it was stated that a Canadian factory was located at Ottawa. This is incorrect as the Bloomfield company have no branch factory in Canada.

New Acme Catalogue

We have recently received Catalog No. 4, issued by the Acme Magneto & Electrical Co., 148 Princess St., Winnipeg. This company are the official service station for Gray & Davis equipment, Norma bearings and the following makes of magnetos: K-W, Berling, Bosch, Dixie, Webster, Splitdorf, Sumter. They have a fully equipped repair shop to handle repairs and replacements on all makes of ignition equipment. Their shop is stated to contain over $20,000 of special magneto repair machinery and a stock of over 500,000 repair parts for all makes of magnetos is carried.

Dealers throughout the west are assured of prompt service in connection with magneto repairs, and also magneto overhauling and testing by this well-known firm. Their stock of magnetos is very complete, comprising makes for all the leading tractors. They also stock a full line of repairs for Webster magnetos, and have a line of electric-lighting outfits for tractors. Dealers will do well to get a copy of this new catalog. Address the company as above.

Steel Co. Did Well

The annual report for 1920 of the Steel Company of Canada shows that profits were $3,924,042. After deductions for construction, sinking fund, bond interest and preferred dividends, $1,400,663 was left, or 12.17 per cent applicable to $11,500,000 common stock. Common dividends took $805,000. Current assets total $15,496,019; current liabilities $4,825,095.

Fordson Line Drive Attachment

The Cole Manufacturing Co., Minneapolis, recently commenced production on a line drive attachment for Fordsons, which does away with the necessity for sitting on the tractor itself, and makes the outfit a strictly one-man affair. The operator of the machine can sit on his implement and handle the tractor just as easily as though he were on the tractor seat. The belt pulley can likewise be operated from a distance, for the clutch is controlled entirely by lines.

The Same Good Twine in a New Big Ball

McCORMICK, DEERING INTERNATIONAL

JUST as McCormick and Deering grain binders have been accepted as the world's standard—so McCormick and Deering and International brands of binder twine are acknowledged to be the world's best.

This year the same good old twine is being turned out in a new and heavier ball. Six balls to the bale instead of ten; same amount of twine in a bale, occupying a third less space. This saves storage room for the dealer—almost twice as much twine in the new ball, which is practically the same size as the old one. Two balls fit any standard twine can and tie almost twice as many bundles.

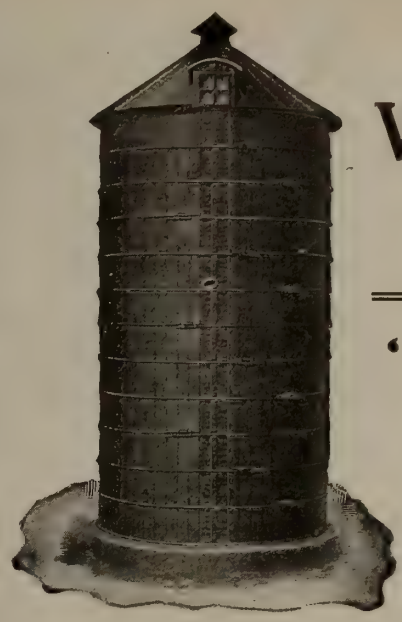
These features are distinctly valuable to the big grain farmer. The new big ball saves time when time is money. The farmers will demand the new size. Can you supply the demand? Write today or see the blockman.

Saves Time when Time is Money

INTERNATIONAL HARVESTER COMPANY OF CANADA LTD.
HAMILTON CANADA
WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST JOHN, N. B.

Dealers!
Watch this Space for the Latest Addition to the "BULL DOG" Line

The Twin City
Separator Company Limited
Quelch Street - WINNIPEG, MAN.



WIN WITH THE WINNER

"Ideal" Green Feed Silos Pay For Themselves

THE winner is always popular. It doesn't make any difference whether it's an army, a baseball team, a race horse, or a silo. Everybody likes a winner.

Dealers like to sell the "Ideal" Green Feed Silo because it is the best. Farmers buy the "Ideal" Green Feed Silo and are proud of it because they know it is the best.

The superiority of the "Ideal" Green Feed Silo is so apparent to impartial judges that there is no comparison.

More direct enquiries for Silos have been received during the last six months than during the last four years.

Your sales of "Ideal" Green Feed Silos will not only be a profitable line to you, but will bring about more prosperity to the community.

Write for the De Laval price list and folder, and start the Silo business in your district right now.

THE DE LAVAL COMPANY, LIMITED
WINNIPEG : EDMONTON : VANCOUVER

Saves Grain the Threshing Machine Wastes

THE Grain-Saving Wind Stacker saves the grain the threshing machine wastes—traps it before it gets to the stacker fan.

Faulty sieve adjustments, improper regulation of blast, excessive speed variations, unfavorable weather, careless feeding—these conditions are grain wasters, some of which exist on most every threshing job. This Stacker is a check on them ALL—puts the grain in the sack where it belongs and not in the stack.

"It saves the grain any good separator puts over during heavy threshing, and we earnestly advise our fellow threshermen to *demand* a GRAIN-SAVING WIND STACKER when buying a new separator."—Honzay Brothers, Olivia, Minnesota.

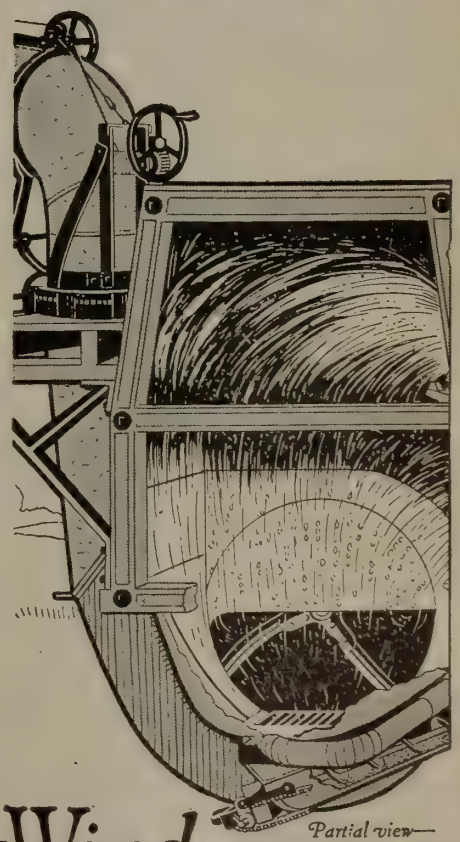
Farmers throughout North America are *insisting* on having The Grain-Saving Wind Stacker on their threshing jobs. Protect your customers—see that this Stacker is on the threshing machine YOU sell. Leading manufacturers in the United States and Canada have adopted this Stacker. Many supply it exclusively. Others can supply it if you demand it and insist on having it. Specify THE GRAIN-SAVING WIND STACKER and accept no other!

"Save the Grain"

This trade-mark (in colors) is on each side of The Grain-Saving Wind Stacker. It is the trade-mark that farmers and threshermen know as identifying The Grain-Saving Wind Stacker—the Stacker which puts the grain in the *sack* and does not waste it in the straw stack.

Grain-Saving Wind Stacker advertising is running in twenty-nine leading farm papers—reaching over three and one-half million readers.

The Grain-Saving Wind Stacker originated with The Indiana Manufacturing Company, Indianapolis, U. S. A.



Partial view—looking into hopper, showing grain trap near stacker fan; also auger running from underneath trap for returning saved grain to separator.

The GRAIN-SAVING Wind Stacker

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
812 CONFEDERATION LIFE BLDG. WINNIPEG, CANADA

SUBSCRIPTIONS
$1.00 per year in Canada: Foreign $1.25 per year Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, APRIL, 1921

Price Reductions Common

Reports from the United States show that a great many of the leading makers of farm machinery are lowering their prices. It can be taken for granted that this step has been necessitated owing to conditions. It was a question of maintaining prices at a point fully justified by production costs, or cutting prices below cost and moving goods.

The latter course has been adopted in many instances, the factories accepting very heavy losses as one of the penalties of readjustment. It cannot be said, so far, that the lowered prices have stimulated buying to any great extent, but in summer and fall business the effect will doubtless be felt. Without doubt the step was necessary. The farmer would not buy; dealers were cancelling orders, and lower prices were urged from many quarters.

Despite the many facts given as to why prices had necessarily to be maintained, the step had to be taken. One firm followed another, until many showed lower quotations. It simply meant reduction under economic pressure. At the same time, no man in the industry should forget that the prices of farm implements never rose as did the great majority of lines. Throughout the war the industry kept its prices as low as possible, until now reductions have been announced largely because of the fact that the farmer classes all manufacturers alike and cannot, or will not, believe that he has not had to pay too much for his farm equipment.

While the reductions will do much to stabilize business, and to restore buying confidence, the dealer will be well advised to not make the factor of lower price the great argument in selling goods. The farmer will never be satisfied with the prices of farm equipment no matter what they are; his mental attitude is that everything was, is, and will be, too high in price—except the products which he sold in the past, or has to sell to-day. Avoid further price arguments. Sell the goods on the basis of what they mean to the farmer. If price is made a selling factor the dealer is up against the argument that this may be but the thin edge of the reduction wedge. As a matter of fact, it is but a phase in readjustment, and considerable time must necessarily pass before it can be hoped that manufactured products can get back to 1914 prices. When labor comes back to its old scales—and it gives thousands of reasons why it can not—then it will be possible to produce goods at something like the prices which prevailed in the halcyon days of the peaceful past.

Curing Cancellitis

Nothing develops any human being quite so much as meeting every single obligation, real or implied, that he ever assumes. In business we have acquired a bad habit of "passing the buck". Whatever a man has agreed to do, even if it seems unwise or unreasonable afterwards, is the thing that must be done at all costs.

If every man who sells merchandise would insist that buyers live up to the terms of the sale; if buyers would solemnly determine never to buy beyond the needs of their business or their capacity for paying; if no one would cancel orders under pressure—thus passing along the burden, with possible losses to someone else—we should straightway enter into a new and golden era of business.

Ireland Boycotts British-made Machinery

A cable report states that a decree adopted by the Irish Republican Party boycotts all importations of farm implements, machinery and equipment. In view of the condition of Ireland, some of the largest British manufacturers have ceased to send representatives to call on their dealers, doing business by mail only. The importation of British-made machinery by Ireland has been falling steadily. In 1918 the value of implements imported by Ireland was $940,415; in 1919 it was only $710,500.

In 1919, Ireland exported implements to the value of $80,705, and cordage and binder twine valued at, roughly, $5,855,800. Of the $710,500 worth of implements imported in 1919, a value of $123,255 went to Ireland direct from the United States and Sweden.

Income Tax Law

Stringent changes have been made in the Federal Income Tax law. The taxpayer must now calculate what amount of money he is to pay and must send at least one-quarter of the amount he will pay in 1921, to cover 1920 taxes, not later than April 30th, 1921. The rest is payable later, with 6 per cent interest added, in three two monthly instalments. All corporations are required to send in a list of employees.

Early to bed, early to rise—and you don't meet many prominent people.

When the Dealer Sells M.O. Goods

With conditions fashions change—also ways of doing business. It is, however, strange to learn that some dealers in Western territory are purchasing lines from mail-order catalog houses, and are re-selling same to their trade. Such lines embody harrows, trucks, wood goods, etc. Truly, the factor of price is a great thing to-day in doing business, but in the end will it profit the dealer to sell his customers mail-order goods?

Granted that the re-sale price of such goods is low, and that with them some volume may be had, is the quality such that it will reflect credit to the dealer, or add prestige to his business? Cheap goods are cheaply built. When the implement falls to pieces—no matter how low a price the farmer paid—will he blame the mail-order house who sold it? No, he will blame the dealer who handled it—if he obtained it locally. And the fact of handling such stuff will assuredly have a bad effect upon the future trade of the implement retailer.

Cheap goods are dear at any price—especially so for the man who sells them. Through a catalog the farmer will get stung and say nothing. But he will say lots if he gets stung through the instrumentality of the implement dealer. Viewed from any standpoint it is a short-sighted policy for the dealer to buy mail-order goods for re-sale in his territory. He is simply aiding the catalog concerns to slay small town trade, and as their agent assumes a responsibility that will in the end reflect upon his business in no uncertain way.

Laying Off Men

A press despatch from Chicago, on March 24, states that the International Harvester Co. had made known proposed wage reductions for 45,000 employees. It was further stated that "present economic conditions" would necessitate the laying off of several thousand men within the next sixty days.

On April first the International Harvester Co., Chicago, according to a report, made a $10,000,000 slash in their payroll. The 45,000 employees involved in the wage reduction have been receiving an aggregate pay of between $70,000,000 and $80,000,000. Men on piece work and hourly basis have been cut 20 per cent and officials and salaried employees trimmed 10 per cent, according to officials. A few employees were cut 5 per cent.

Personal

H. Bannister has sold his garage at Sedley.

H. Bannister is a new automobile dealer at Gray.

A. Demers, machinery dealer at Debden, has sold out.

Jas. Thornton is opening a garage at Carberry.

J. Belanger has opened a harness store at Courval.

C. Issar has sold out his harness store at Theodore.

The Roy Garage, in Saskatoon, suffered a fire loss recently.

Heads Insurance Companies

We reproduce a recent photograph of C. L. Clark, manager of the Canadian Hardware and Implement Underwriters, with head office at 802 Confederation Life Building, Winnipeg. The firm is Canadian underwriters for the policies issued by the Retail Hardware Mutual Fire Insurance Company, Minneapolis; Minnesota Implement Mutual Fire Insurance Company, Owatonna, and Hardware Dealers Mutual Fire Insurance Company of Stevens Point, Wisconsin.

Fire insurance is provided for implement and hardware dealers at very low cost. Board rates are charged and the dividend, or that portion of the premium not used for losses and expenses is returned to the policy holder at the expiration of policy. Every year since 1908 the companies have given a dividend of 50 per cent. The guaranteeing companies hold Dominion license and

C. L. CLARK

the Underwriters are licensed in Ontario, Manitoba, Saskatchewan and Alberta. It is announced that all Canadian premiums are invested in Canada.

Mr. Clark started in the insurance business as a local agent at Menominie, Wis., where he worked for six years. He then went to Marsh & McLennan, the well-known Minneapolis brokers, for three years, and in 1919 joined the Retail Hardware Mutual Fire Insurance Company at Minneapolis, travelling Minnesota for that company. In the fall of last year the was appointed Canadian manager of the three companies issuing the Canadian Hardware and Implement Underwriters' policy.

Figures for the companies for 1920 are interesting. Their premium income was over $3,600,000. They paid losses of over $810,000, and gave policy holders dividends aggregating over $1,180,000. The insurance now in force is over $274,000,000.

Parsons & Bell are owners of an auto concern at Elkhorn.

C. E. Anderson, Marquis, has sold out to Dennis Mahoney.

C. A. Mills has opened a harness business at High River.

Craig & Daniel have opened an auto repair shop in Brandon.

W. H. Gillespie has opened an implement business at Sidney.

Robt. Grieve has commenced a garage business at Vancouver.

Chas. Miller is the new owner of the Bulyea Garage, Bulyea.

Partnership has been registered in the Gas Pickler Co., at Regina.

J. M. Cooper is a new implement and grain dealer at Irvine.

J. T. Isherwood is owner of a new harness business at Strome.

S. E. Pettet has opened an automobile business at Kaleida.

T. Lambert has commenced in the harness business at Chaplin.

P. Graff, a dealer at Edmonton, has sold to Blake & McClennan.

Electric Supplies Ltd. have opened for business at Watrous.

M. N. Johnson, a dealer at Provost, is reported to be selling out.

J. M. Berg, a thresher agent at Altona, has gone out of business.

Geo. Stewart is the name of a new implement dealer at Weyburn.

J. E. Johnson, implement dealer at Milestone, has sold out to M. Tate.

J. A. Patton, Pinkham, has discontinued his implement business.

Partnership is registered by the Garage Owners and Operators, at Togo.

G. Strickland, auto dealer at Milestone, has sold out to E. B. Shield.

Herbert Small has commenced in the farm machinery trade at Piapot.

A. J. Stokes, a dealer at Estuary, has moved his business to Burstall.

J. Green has sold his auto business at Strathclair to Brown & Crooms.

J. H. Warren, a dealer at Unity, has sold out his interests to J. L. Scaberg.

Russell Kennedy is now operating an implement business at Napinka.

Orville Thomas, of the Coutts Machinery Co., Edmonton, died recently.

Scott Bros. are owners of a new automobile business in Gleichen.

Partnership is dissolved in the Auto Tire & Vulcanizing Co., at Yorkton.

Maksoff & Oglopp is the title of a new farm machinery concern at Benito.

J. Walls, implement dealer at Strathmore, has sold out to C. M. Davis.

Van Wart & Nelson have closed their auto agency concern at Dysart.

N. B. Gresmer, a dealer at Hodgeville, has sold out to D. B. Lockwood.

J. M. Oke & Son have sold out their automobile business at Boissevain.

W. S. Swaggert is the owner of a new auto service station at Vancouver.

Boiteau & Thompson, vulcanizers at Virden, have dissolved partnership.

A. E. Flanagan, a dealer at Abbey, has taken a partner into his business.

W. L. McIntosh, a dealer at Rossburn, has sold out to N. Lock & Son.

Stelter Bros. have sold out their auto interests, at Irvine, to Diebold & Ross.

W. S. Fraser, auto dealers at Mariapolis, has sold out to W. L. Choquette.

O. Swedberg is reported to have sold out his auto business at Marshwell.

J. C. McCalpin has opened a garage and automobile business at Boissevain.

F. R. McLennan, farm machinery dealer at Wilkie, is succeeded by W. A. Shaw.

Frey & Proctor have commenced in the auto repair business, at Port Alberni.

McFarlane & Jeshberger have commenced in the garage business at Calgary.

Frank Thompson, machinery dealer at Minburn, is succeeded by Anderson Bros.

C. L. Race, implement dealer at Spirit River, has sold out to Harper & Dodge.

Jackson & Wilson, garage owners at High Bluff, have closed out their business.

Carnahan & McKnight, implement dealers at Virden, have dissolved partnership.

O. Dechief has bought out the implement business of O. P. Thieven, at Forget.

Sidney Jones, harness dealer at Swalwell, has sold out his business to I. Klassen.

The Portage Battery Service is the name of a new firm at Portage la Prairie.

Stein & Hausser have dissolved partnership in their implement concern at Neudorf.

Moodie & Davis recently suffered fire loss in their auto business at Strassbourg.

Smith & Morrow are owners of an implement and garage concern at Lake Valley.

H. A. Williscroft has sold out his auto repair shop at Maple Creek to H. Phillpot.

Thomas Sprague, implement dealer at Windthorst, has sold out to Adam Keppell.

Maturskyme & Dyok have opened a vulcanizing and tire business at Davidson.

England Orders Many Ruggles Trucks

C. R. Clark, representing a large British automotive firm in London, England, made a very careful inspection tour of the Ruggles Motor Truck Company's plant and carefully went over the Ruggles models during March. Mr. Clark was very high in his praise of Ruggles trucks, the factory, the Ruggles organization and the splendid progress made since its organization. Firm orders were given for all models of trucks for immediate shipment, and schedules were presented for future deliveries in the immediate succeeding months up to June.

FRANK W. RUGGLES
President, Ruggles Motor Truck Company, Limited, London, Ont.

The combined interests in London which Mr. Clark represents have within the last nine months imported into England more than 700 trucks. It is safe to say that, from Mr. Clark's enthusiasm, the Ruggles Motor Truck Company's product will become a leader in quantity of trucks which they are using throughout Great Britain.

At a luncheon given Mr. Clark by the directors and executives of the Ruggles Company, that gentleman expressed his full appreciation of the treatment and reception given him by the Ruggles Company, and stated that as soon as international conditions of exchange and credits became less keen he believed the motor trucks which were being manufactured in London, Ont., would find a steady and increasing demand in London, England, and throughout the British Empire.

Klassen Bros. have dissolved partnership in their automobile business, in Waldheim.

The Regina Roofing & Cornice Co. is a new concern recently incorporated at Regina.

Crane Limited, wholesale hardware, Regina, have increased their capital to $3,000,000.

Crummy Bros., dealers at Grande Prairie, sustained fire loss in their premises recently.

R. A. McAllister has opened a nice implement and farm equipment stand at Kelvington.

Schweitzer & Rostalski are owners of a tractor and automobile repair shop at Dysart.

Walter Shaw, the worthy 'smith at Bulyea is now handling farm machinery in that town.

Booth & Stinson, of Treherne, have dissolved partnership in their farm machinery business.

A change is reported in connection with the ownership of the Assiniboia Vulcanizing Works.

Sam Fishtrom is the name of an implement man who opened for business recenty at Kamsack.

J. Stewart & Co., automobile men at Grassy Lake, have sold out at that point to S. Gibson.

H. L. Kaufenberg & Co. suffered a fire loss in their automobile business at Leslie recently.

The North American Lumber & Supply Co., Fairwood, suffered fire loss on their premises recently.

Bethal Bros., implement dealers at Beausejour, have sold out their business to Kaszowski & Strecker.

The Strath Motor Garage, at Strathmore, suffered considerable fire loss in connection with their business.

H. Roberts is reported to have bought out the implement business of E. P. Aldous, at Lemburg.

G. W. Parkes, president of the Maxwell-Chalmers Motor Co., was a recent business visitor to Winnipeg.

W. Clemenson has sold out his implement business at Claresholm to a firm named Qually & Rompain.

The Brett Manfg. Co., manufacturers of incubators in Winnipeg, have increased their capital to $200,000.

A report states that Frank Marks, implement and hardware dealer at Holdfast, is discontinuing business.

O'Neil & Cannons are succeeded in the implement business at Cypress River by Cannons and Brynjoelsson.

Richardson & Bradshaw, auto dealers at Bethany, have dissolved partnership. J. H. Bradshaw continues.

D. E. Crabb, electric plant owner and automobile dealer at Borden, has sold out in that town to Matske Bros.

Strassburg has a new implement firm in Cockran & Brown. We wish the new firm every success in their location.

W. Reed, an implement and farm equipment man at Lougheed, has sold out his interests to a dealer named Buxton.

A. M. Brown and O. W. Orwell, partners in the A. M. Brown Motor & Electric Co., at Leader, have dissolved partnership.

J. & A. Bell, implement dealers at Oakville, have dissolved partnership. In future A. Bell will be sole owner of the business.

J. Moxley, hardware and implement dealer at Rivers, has taken a partner. The firm now operates as Moxley & Forman.

The Williams Motor Co., Winnipeg, are applying for authority to increase the capital of the company from $40,000 to $150,000.

Frank Bridge, an auto and hardware dealer at Carman, has sold out his hardware interests to the Lena Trading Co., of Lena.

Kerr & Thompson, implement and automobile and accessory dealers at Killarney, have dissolved partnership in their business.

At Rhein, W. J. Duncan & Sons bought out the machinery trade of Gulak Bros., who formerly operated the store in that town.

The J. I. Case Plow Works Co., Racine, Wis., has appointed C. S. Heimbach manager of the Des Moines branch of the organization.

K. E. Hicks has opened in the garage trade at Saskatoon. In the same city J. J. Olmstead has sold out to the Saskatoon General Electric Co.

H. W. Hutchinson, vice-president of the Sawyer-Massey Co., Hamilton, Ont., recently spent a week at the Winnipeg office of the company.

McPherson & Hall, automobile dealers at Minitonas have dissolved partnership. G. R. McPherson will control the business in future.

C. Peloquin has commenced a harness business at Retlaw. In in the same town the Murphy Garage is a recent addition to local business.

J. Mains & Son, implement dealers at Carievale, have dissolved partnership. In future J. H. Mains will have sole control of the business.

Adolph Hull, implement dealer and garage man at Gravelbourg, has sold out his garage business and will concentrate on the implement lines.

J. Green has sold his auto concern at Strathclair to Brown & Croome. In the same town J. N. Weller has discontinued his implement business.

Vincent Massey, secretary of the Massey-Harris Company, Toronto, has been elected a director of the Mutual Life Assurance Co. of Canada.

Mr. Greenway, formerly assistant manager of the Estevan branch of the International Harvester Co., has been appointed manager at Lethbridge.

Norton & Lief, the well known farm machinery and tractor distributing concern at Calgary, have been succeeded by the Northern Machinery Co.

Greig Bros., implement dealers at Reston, have discontinued business. Another Reston firm to discontinue is J. H. McLandress, automobile dealer.

The Polar Liquid Co., Winnipeg, has changed its name to Robinson & Webber Ltd. The company will handle Hercules bumpers along with other lines.

Frank McSherry suffered fire loss in his automobile business at Weyburn recently. In the same town Thomas & Tate, implement dealers, have dissolved partnership.

A change in ownership is reported in connection with Aglers Service Garage, Prince Albert. In the same town D. H. Wood, implement dealer, has discontinued business.

Judge Locke, of Morden, will take accounts of the partnership of Windam, Foley & Burrows, implement dealers in that town, for the purpose of winding up the partnership.

Fairbanks & Teatzel have opened up a new garage and repair shop in the old Tiltson garage at Claresholm. This makes five garages in this thriving Alberta town.

J. Jones, of the Jones Tractor and Implement Co., Regina, was a recent business visitor to Winnipeg. Mr. Jones anticipates a good demand for the Bates line of tractors this season.

A. Beischel, an implement dealer at Assiniboia, has sold out to Harvey Bros., who formerly operated a machine business at Macoun. They have closed their store in the latter town.

M. Schibsby, manager at Minneapolis for the J. I. Case Plow Works Co., was a recent business visitor to Winnipeg. Mr. Schibsby states that business in the United States shows signs of improvement.

Announcement is made that the George White & Sons Co., London, Ont., with branches at Brandon and Moose Jaw, have been authorized to increase the capital of the company from $170,000 to $1,000,000.

In Bashaw, Brown & Wells have bought out the garage and auto and tractor repair business formerly owned by Forrestor & Wheeler. In the same town, Ruff & Witzke, hardware and implement dealers, have dissolved partnership. Mr. Ruff will continue the business.

H. C. Wallace, president of the Link Manufacturing Co., Kansas City, recently spent a day or two in Winnipeg on his way to the Canadian branch at Portage la Prairie. The Link Manfg. Co. may manufacture their line of tractor tenders at the Portage plant.

Dave E. Darrah, sales promotion manager of the Hart-Parr Co., Charles City, Iowa, recently attended Hart-Parr dealers conventions in Saskatchewan and Alberta. Mr. Darrah has spent the last three months attending dealers conventions for his company.

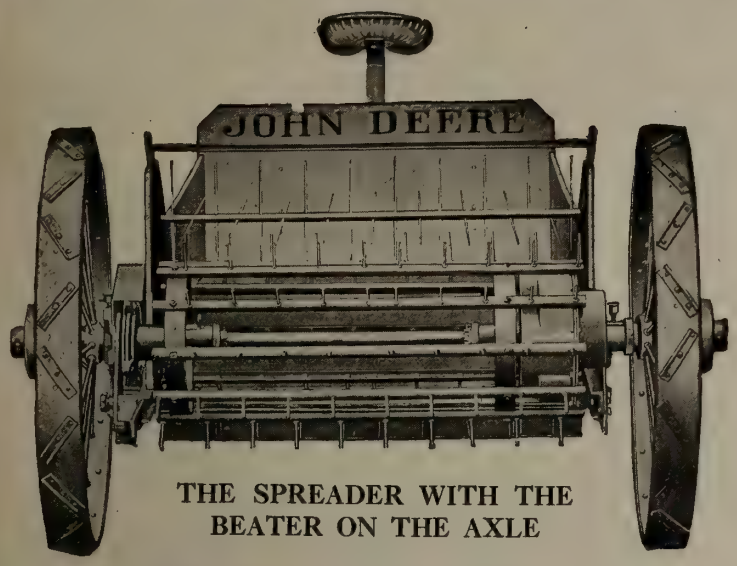
We recently had a visit from our old friend, Geo. W. Matheson, formerly an implement dealer at Craik, Sask. Mr. Matheson spent the winter in Ontario, and reports that the trade in that province are showing a very live interest in organization. He will remain for a few weeks in the West, but has not yet decided upon his plans for the future.

Winnipeg Trade Items.—Contant Bros., auto accessory dealers, have sold out. The Elmwood Auto Painting Co. have commenced business at 195 Riverton Ave. The Freeland Steel Tank Co., makers of farm tanks, have sold out to the Metal Shingle & Siding Co. The Grand Service Garage, 381 Stella Ave. have commenced operations, also the North End Radiator & Metal Co., who have opened on Main St. The Radford-Wright Lumber Co., lumber dealers and silo manufacturers, have changed the name of the company to the Radford-Wright-Wilson Co. Ltd., and have increased their capital from $150,000 to $500,000.

Fiat Distributor for Canada

M. A. Kennedy Limited, 106 Adelaide St. West, Toronto, has been appointed Canadian distributor for Fiat cars, trucks and tractors, as manufactured by Fiat Motors, of Turin, Italy.

John Deere Service PUTS KICK INTO THE SPRING WORK



THE SPREADER WITH THE BEATER ON THE AXLE

Simplest, Easiest Spreader Built

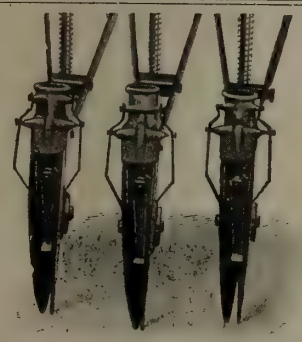
THIS top-notch, low-down manure and straw spreader has made many friends for John Deere throughout Western Canada. Here are an even dozen out of scores of advantages it possesses:—

(1) It is easy to load from front to rear—only 36 inches to top of box.
(2) HIGH DRIVE WHEELS lighten the draft and furnish extra traction.
(3) Simple beater drive—gears run in oil in dust-proof case.
(4) No clutches, no chains, no adjustments.
(5) Only about half the parts necessary on the ordinary spreader.
(6) Main working parts mounted on axle—true alignment maintained.
(7) PATENT REVOLVING RAKE prevents bunching or choking—uniform speed assured.
(8) Patented apron drive prevents racing of apron under all conditions; it does not act as a brake.
(9) Easy to understand and operate—only two levers.
(10) Turns in its own length.
(11) Tractor hitch enables spreader to be operated from tractor seat.
(12) With straw-spreading attachment, it spreads straw perfectly—a two-in-one machine that one man can operate.

THE MAN WHO DOESN'T OWN A JOHN DEERE WISHES HE DID. GET HIM NOW!

The REAL BRAINS of the VAN BRUNT DRILL

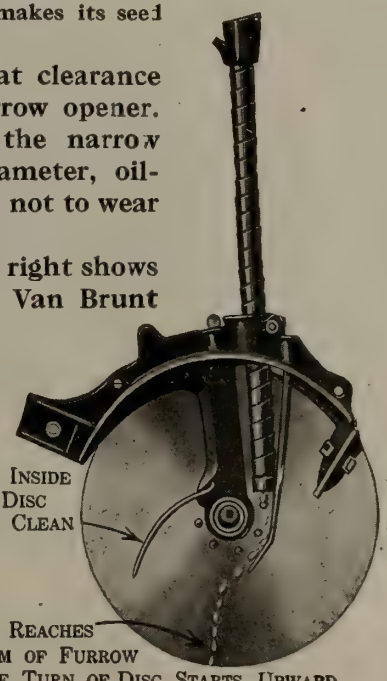
If a seed in the process of planting does not find its billet in the soil exactly at the correct depth for germination, that seed is lost. If this occurs to many seeds, the wastage may spell disaster to the season's production.



This is how the Van Brunt makes its seed delivery:—

Note first of all the great clearance between the discs of the furrow opener. This is made possible by the narrow chilled bearings of large diameter, oil-tight, dust-proof, guaranteed not to wear out.

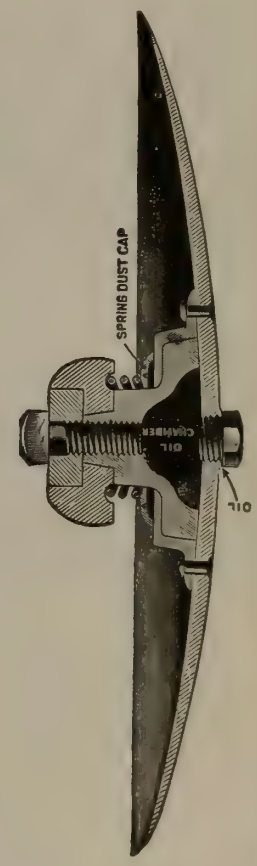
The reproduction on your right shows exactly what happens in the Van Brunt Delivery system. The seed as it falls from grain tube drops straight to bottom of furrow before turn of the disc starts upward. It cannot escape and an absolutely uniform planting at the proper depth level is guaranteed. Every seed is protected until it reaches the bottom of seed furrow. The VAN BRUNT handles with complete success every kind of seed that can be planted with a drill and in any quantity per acre desired: Wheat, Oats, Barley, Flax, Rye, Alfalfa, Peas, Corn, etc.



Van Brunt Disc Bearings Guaranteed

Our Standing Offer

We replace free of charge all Van Brunt Disc Bearings that wear out



VAN BRUNT ADJUSTABLE GATE FORCE FEED

1. Regular Position — 2. For Coarse Seed — 3. For Large Kernels — 4. To Clean Feed

THESE ARE EXCLUSIVE FEATURES

1. *Regular Position.*—All gates up, with latches in top notches at left side, to sow corn, beets, all grain and small seed.
2. *For Coarse Seed.*—Fasten all latches at right side to sow peas, common beans and extra large quantity of trashy oats.
3. *For Large Kernels.*—Fasten all latches in lower notch on left side to sow marrowfat or kidney beans.
4. *To Clean Feeds.*—Loosen all hatches and drop gates to clean out feeds.

The VAN BRUNT
is the great original drill of its type from which other makers have made poor copies of its exclusive features. Some have made *changes*, but not improvements. Get the *great original* brought up-to-date.

John Deere Plow Company, Limited

WINNIPEG REGINA SASKATOON CALGARY EDMONTON LETHBRIDGE

Tractor Tenders—A New Line for the Dealer

H. C. Wallace, manager of the Link Manfg. Co., Kansas City, and Portage la Prairie, is now in the latter town and will remain at the Canadian headquarters of the company during the summer. He reports that the Link Manfg. Co. are now placing upon the West Canadian market their line of tractor tenders, which have had a remarkable demand in the U.S. following their appearance on the market at the start of 1920. The company will arrange to build their tractor tenders at Portage la Prairie to supply Canadian trade, but they have a stock in hand for prompt delivery to Western dealers.

These tractor tenders are an attachment which should be very popular with tractor owners. They are an all-steel carriage which is drawn behind the tractor, with a platform and barrel holder attachment that take any make of steel barrel or drum and clamp it firmly in place. Space is also provided for carrying extra cans of lubricating oils and water. By means of a ratchet attachment and lever the kerosene or gasoline drums can be tilted automatically at any angle so that the fuel can be drawn. The tender runs on two strong 50-inch steel wheels with a tongue stand so that the tender is kept level when not in use. The farmer can hitch the tender behind the tractor, drive to the field, unhitch and start his work. He is assured of an ample supply of fuel, oil and water at all times, with no loss of time, no wastage in supply and safe transportation. In brief the tractor tender solves the problem of extra fuel supply for the tractor owner. Made in Portage la Prairie the tenders will be sold at practically the same price as in the U.S.

The Link Mfg. Co., as Western dealers are aware, are also manufacturers of the Liberty grain blower, a simple machine that acts as an elevator, re-cleaner and grader at the same time. This equipment has no buckets, conveyors, chains or gears. It has only one moving part—a steel fan. The grain is cleaned and elevated up to 30 feet, filling the biggest cars or bins without scooping. The company report a nice demand for the Liberty grain blower from this territory. Interested dealers can obtain full information from the branch at Portage la Prairie.

Sawyer-Massey Shows Increased Business

The annual report of the Sawyer-Massey Co. Ltd., Hamilton, Ont., as recently issued, shows that the 1920 volume of business of the company was increased 30 per cent over 1919 and 50 per cent over 1918. A large business was done in threshers sold to the United States, and a shipment of road-making machinery was recently sent to the government of Jamaica. The plant was in continuous operation during 1920 with the exception of two weeks shut-down in November, when inventory was taken. After deducting administration expense the profits for the twelve months totalled $223,815. In the previous year the net profits were $99,282, indicating a gain of $124,533. The preferred stock of the company is $1,500,000 and the common stock the same. The earnings were thus nearly 15 per cent on the preferred, or sufficient to pay the 7 per cent dividend on the preferred, and nearly 8 per cent on the common. No dividend was paid, the earnings of the year being distributed as follows: Bond interest, $28,000; income tax, etc., $20,000; reserve for plant depreciation; reserve for inventory, $50,000; profit and loss, $101,000. Total assets of the company are reported at $5,915,000. The debit profit and loss account is now reduced to $352,000.

H. W. Hutchinson, who has been general manager of the Sawyer-Massey Co. for the past two years, is a prominent figure in the implement trade of the Dominion. It is reported that in future Mr. Hutchinson will spend more of his time in the West, where the company has five branches, making occasional trips to the East to keep in touch with production at the Hamilton factories.

The Display of D. Ackland & Son Ltd., at the Western Canada Automotive Equipment Show

To-day there are approximately 400,000 cars registered in Canada. This assures an accessory demand that can be developed in every territory in the West.

We carry a complete stock of Accessories, including Garage Equipment, Tools, Tires, Batteries, Car and Tractor Spark Plugs, Piston Rings, Wrench Sets, Jacks, Pumps, etc. Quick-selling, profitable lines, in big demand. Lay in a stock. It will put new life in your business.

Dealers:--Write for Special Automotive Accessory Catalogs Nos. 20 and 20A

D. Ackland & Son Limited

WINNIPEG CALGARY

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. *Ltd.*
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

Lauson Lowers Prices

The John Lauson Mfg. Co., New Holstein, Wis., announce the following reductions in prices of Lauson tractors:

15-30 Lauson road-building tractor, reduced from $2,525 to $2,225; 15-30 farm tractor, $2,285 to $1,985; 15-25 road-building tractor, $2,225 to $1,925; 15-25 farm tractor, $1,985 to $1,685. The new Lauson 12-25 tractor which was placed on the market this spring has been reduced by $100 and now sells at $1,495.

More Price Reductions

Fairbanks, Morse & Co., Chicago, has made the following reductions in its "Z" type gasoline engines: 1½ h.p., $22.50; 3 h.p., $27.50; 6 h.p., $45.

A reduction of approximately 15 per cent on its line of moldboard tractor plows and tractor-drawn grain drills has been announced by the La Crosse Plow Co., La Crosse, Wis.

Deere & Co., Moline, Ill., have announced a reduction of approximately $200 in the list price of the Waterloo Boy tractor in the U.S., and also a reduction of approximately 15 per cent on the following other items in the line: Wagons, hay tools, hay presses, two makes of tractor plows, stationary engines.

Plow Company May Re-enter Canada

A report from Toronto states that a member of the foreign sales department of the Moline Plow Co., Moline, Ill., visited that city recently with a view to opening a sales branch in Eastern territory. The Moline line has hitherto been marketed in Eastern Canada by the Willys-Overland organization, but in future will be handled directly by the Moline Plow Company it is stated. The machine will be distributed by dealers at various points throughout the country.

As our readers are aware, the Moline Plow Co. formerly had branch houses in Western Canada, but closed these when they discontinued operations in Western territory.

British Tractor Firm Wants Canadian Manufacturer

A British engineering firm wishes to get into communication with Canadian manufacturers who are prepared to undertake the manufacture of a patent farm tractor under Canadian patent for both domestic and export trade. The features of this tractor, it is stated, are different from those of any other make. The name and address of the makers of the tractor, with a descriptive catalogue and poster, are on file at the Department of Trade and Commerce, Ottawa (quote File No. 19025), and available to interested Canadian manufacturers.

Engine Company Held Annual Meeting

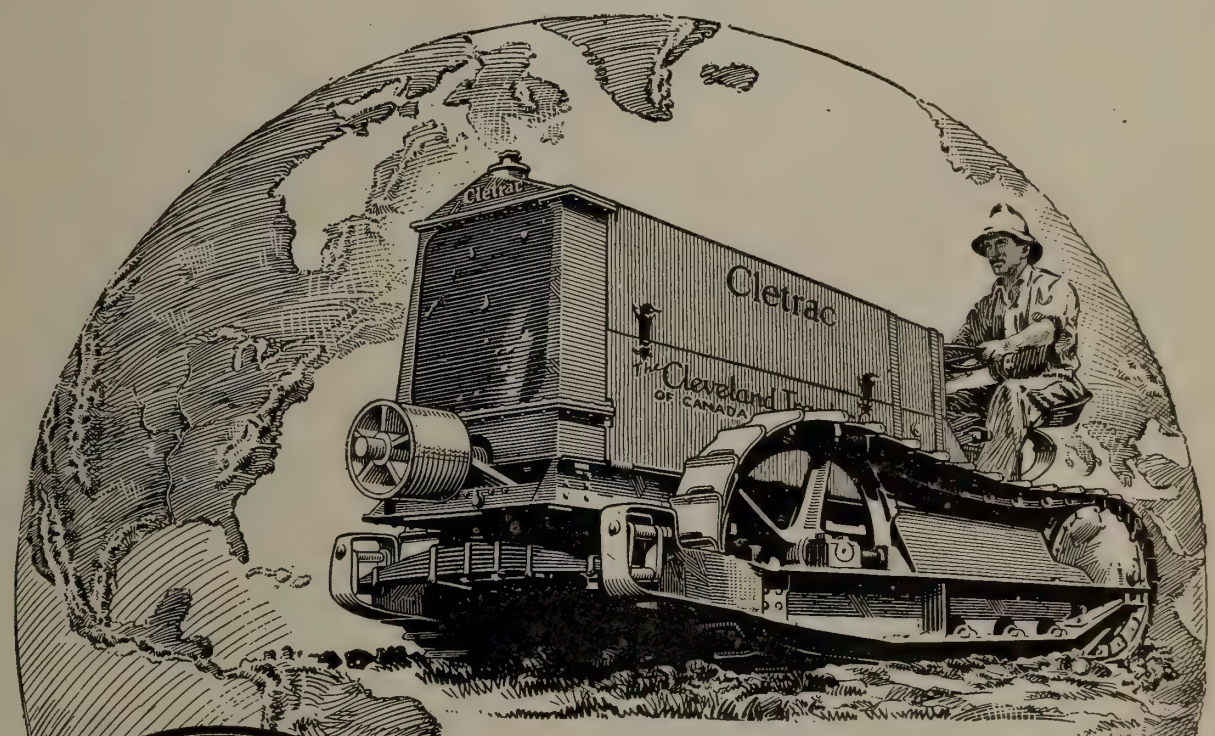
The annual report of Manitoba Engines, Ltd., Brandon, manufacturers of farm machinery and equipment, which was presented at the recent annual meeting provides interesting sidelights on an industry which means much to Brandon in particular and the West in general. During the past seven years this concern has paid $430,467 to its employees in Brandon and last year the company's sales totalled approximately $160,000. Despite the many handicaps which the uncertain conditions prevailing last year caused, the company made a very satisfactory showing, net profits totalling $4,811. The assets of the company now total $160,525 and paid up capital amounts to $36,800. The officers of the company for 1921 are: Dr. John McDiarmid, president; P. M. Ames, managing director; directors: A. R. McDiarmid, John R. Little, G. S. Christie, John Wulfrum and E. Weller, all of Brandon.

Annual Meeting of Avery Company

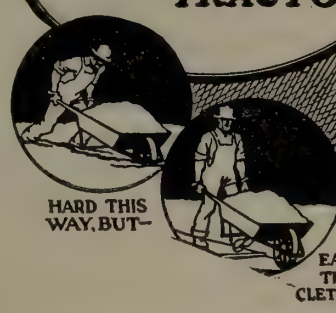
At the annual meeting of the Avery Company, Peoria, Ill., held recently, the following directors were elected: J. B. Bartholomew, R. G. Boynton, G. L. Avery, E. R. Bowen, A. Y. Barth, Major Nelson, H. A. Rumsey and George J. Jobst. At a meeting of the directors the former officers were re-elected, as follows: President, J. B. Bartholomew; vice-president, R. J. Boynton; treasurer, E. A. Cole; secretary, G. L. Avery.

Distributing Fiat Tractors

M. A. Kennedy & Co. Ltd., 106-110 Richmond St. West, Toronto, have been appointed Canadian distributors of the Fiat tractor, as manufactured by the Fiat Motor Co., Turin, Italy. The Toronto concern are now allotting dealers' territory. The Fiat tractor is a quality machine, of very superior workmanship and design.



Cletrac
TANK-TYPE TRACTOR



SPECIFICATIONS:

Horsepower—12 at draw-bar, 20 at belt-pulley.
Length—96 inches.
Width—50 inches.
Height—52 inches.
Weight—3,455 pounds.
Turning Circle—12 feet.
Traction Surface—About 800 square inches.
Centre to Centre of Tracks—38 inches.
Belt-Pulley—Diameter 8 inches, face 6 inches.

The World's Best Tractor Proposition

Cletrac is the ideal tractor for Canada. It makes the most of our short seasons and means bigger crops and more profit-money for every buyer.

Cletrac is the **tank-type tractor.** There is nothing else like it—nothing to take its place. Cletrac does **more kinds of work more days in the year.** Every farm, big or small, needs a Cletrac. Every farmer is a Cletrac prospect.

Our increased production makes certain that there will be plenty of Cletracs for all dealers this year. Our enlarged plant is big enough to meet every demand.

And Cletrac is backed by the biggest advertising campaign we have ever put on in Canadian farm papers. Don't forget that.

We have a gilt-edged proposition for good dealers. Let us tell you about it. Ask for our book, "Selecting Your Tractor."

THE CLEVELAND TRACTOR COMPANY
OF CANADA, LIMITED

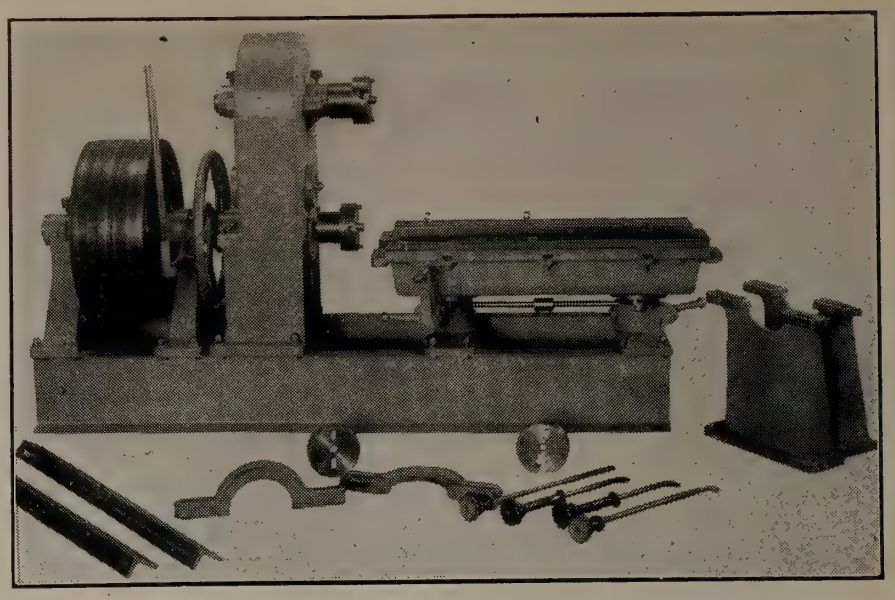
Home Office: 21 Ottawa St., Montreal
Western Sales Office: 261 Fort Street, Winnipeg

Alberta Hart-Parr Dealers Held Meeting

Very successful dealers' meetings were held by the Hart-Parr Company during the first week of March, at Calgary and Edmonton, with a total attendance of about seventy-five dealers from the Province of Alberta alone.

The Hart-Parr distributor for Alberta is the Alberta Hart-Parr Company, of Calgary, which is also known as United Engine and Threshers Limited. This is a Canadian corporation, composed of T. R. Scott, Mr. Norton, G. P. Winchell and A. D. Martyn. In addition to their Calgary office and storeroom they have a branch at Edmonton which is in charge of Mr. McDonald. In addition to handling Hart-Parr tractors and tractor-drawn implements, they do quite a large jobbing business in accessories for the automotive trade.

Conditions in Alberta are good this spring and the dealers look for a fair business. Two days were spent in general sales and service instruction so that every dealer would thoroughly understand the Hart-Parr system of merchandising tractors. A large amount of business was transacted by the Alberta Hart-Parr Company at these conventions. The Hart-Parr Company was represented by J. P. Gregg, Canadian sales manager, and D. E. Darrah, manager of sales promotion.



A Handy Machine for the Garage or Auto and Tractor Repair Shop

New C-O Universal Burning-in Machine

A device which will be of direct interest to the garage owner and automobile and tractor repair man is the Universal burning-in and running-in machine, designed and built by the Canedy-Otto Mfg. Co., Chicago Heights, Ill.

The manufacturer claims for this machine that it will positively burn-in and run-in the bearings of any type motor. Only one attachment is required and this is needed only for burning-in, valve-in-the-head V-type motors. It is quickly attached and comes as part of the regular equipment. This attachment will also handle motors which do not have detachable heads, an operation which has puzzled the repair man for many years. The table is raised and lowered by a single control. This table is grooved like all high class machine tool tables and the motor clamps can be adjusted to size of motor. The clutch is an extra heavy toggle type, driving through a silent chain, which is noiseless in operation. The machine can be operated by 20 h.p. which is ample to run it to capacity with the largest motors. Full details may be had from the manufacturers.

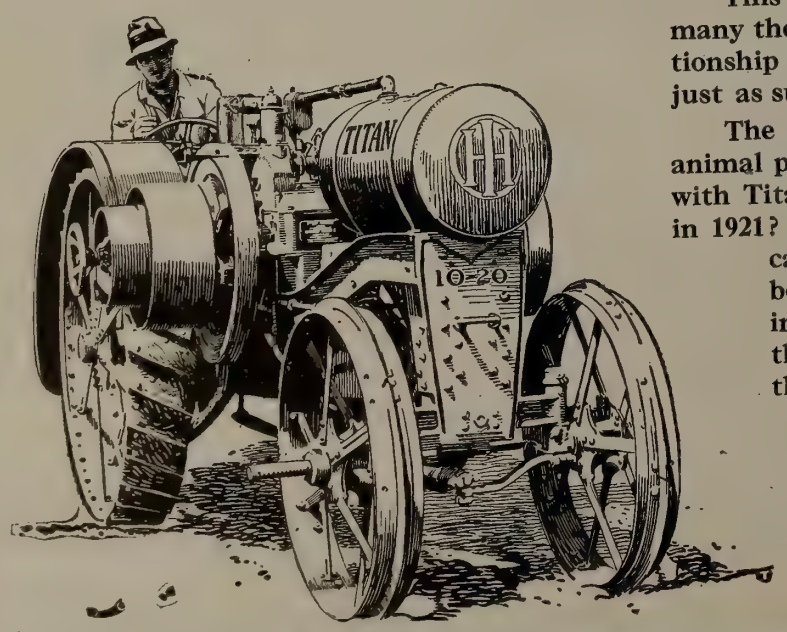
Handling the Waterloo Line

Monarch Tractor Sales, Ltd., 146 Princess street, Winnipeg, have been appointed Winnipeg sales agents for the full line of the Waterloo Mfg. Co., Portage la Prairie. They will carry "Champion" threshers, Heider tractors, Rock Island plows and disc harrows, Eagle tractors, etc. The Winnipeg concern will sell the Waterloo line in territory north, south and east of Winnipeg.

Truck Co. Prosperous

The International Motor Truck Co., New York, shows that the company sold 7,020 trucks in 1920, valued at $34,071,366. The total assets of the company on December 31 were $33,000,000. Current liabilities are less than the cash on hand.

With this Sort of Advertising we are helping the Agent to Sell **TITAN—** *for Economy in a Doubtful Year*



AT THIS WRITING it would seem that in the year 1921 many a man who now uses horses will have to plan with utmost care in order to keep a margin of profit in sight. He will have to make radical cuts in costs of production, and that means a reduction in the items of man and horse-power. These are by far the largest items in farm operating costs. Here the easiest and greatest reductions are possible by ***investment in proved tractor power.***

Seventy-five thousand Titan 10-20 owners are plowing, disking, seeding, and harvesting with less help and in much less time. They are in a position to farm several acres now for every acre they formerly handled with horses, ***and they make a larger profit from every acre.*** Their Titans give them two-fold power for year-round service in belt as well as at drawbar.

This company has put Titan 10-20 tractors successfully at work on many thousands of farms. Building on nearly a century of close relationship with farmers and farm problems, we ***know*** that the tractor is just as sure of predominance as the automobile and motor truck.

The Canadian farmer will not long be tied down to dependence on animal power alone. Do you believe that men who have been farming with Titan tractors will go back to the extravagance of horse farming in 1921? No matter how low the price of animals and feed, the horse cannot furnish the most economical power for farming. That is being demonstrated on every hand. We believe that Titan owners in your neighborhood will cheerfully recommend the Titan 10-20, the world's standard three-plow kerosene farm power unit. See the nearest Titan agent.

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.

Canadian-made Motor Trucks

Frank W. Ruggles, in the early days of the motor truck industry, saw that the big need of Canada was for a rugged, dependable, long-lived truck—a truck that can be sold at a reasonable price. The new Ruggles truck is designed primarily to give the long life of reliable performance heretofore expected from the most expensive machines, but to offer these qualities at a reasonable price.

With their immense manufacturing facilities, the Ruggles Motor Truck Co., London, Ont., have entered quantity production in a way that assures low price and quality construction. Their trucks are powered by a 4-cylinder Continental L-head motor, with enclosed valves and removable heads. This motor shows unusually low gasoline and oil consumption. Ignition is by the Bosch high-tension equipment, and the Stromberg carburetor is provided as regular equipment. The radiator is of special Ruggles design. Throughout Ruggles trucks Hyatt heavy-duty roller bearings absorb all shocks and vibration. The steering gear is of the double-threaded screw and half-nut type. Transmission is the Brown-Lipe, 3-speed unit type, with Chrome-nickel steel case hardened gears. The rear axle shows the Clark internal gear drive—a most efficient application for power. The power is applied to the rim of the rear wheels. Made in 1½, 2½ and 3½-ton sizes Ruggles motor trucks should be in good demand in the farm districts and small towns throughout the West. The Breen Motor Co., Winnipeg, are distributors for Ruggles trucks in Winnipeg and district.

Fiat Tractor Specifications

Following are the specifications of the Fiat farm tractor, manufactured in Turin, Italy, and sold in Canada by M. A. Kennedy Ltd., Toronto. The Fiat is named the model 702, and the price c.i.f. New York is given as $3,200.

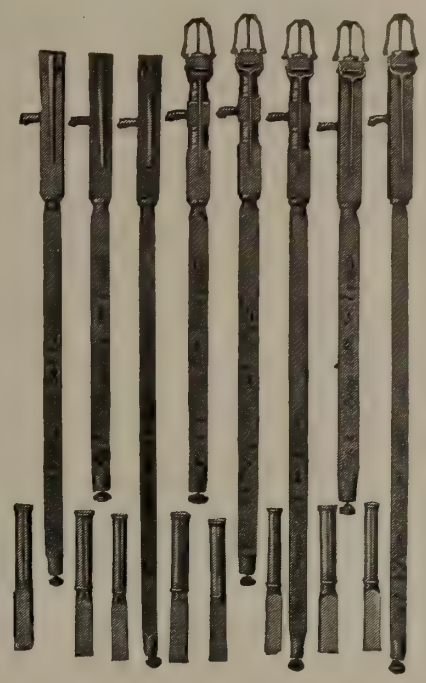
Horse power—18-25; 4 cylinders; bore 105 millemeters; stroke 180 millemeters.

Draw bar pull—First speed, 5,520 lbs.; second speed, 3,750.; third speed, 2,540 lbs.

Approximate weight—5,300 pounds.

Average r.p.m.—900.

Total length—126 inches; wheel track, 53¼ inches; wheel base, 69 inches; minimum turning radius, 120 inches.



Dealers!

Your Customers will soon be in want of a new Pump for Spring. Are you stocked with an assortment so that you can give them good service and a GOOD PUMP?

If not, let us ship you half a dozen or more.

Liberal Discounts.

A Profitable Line for Dealers to Handle.

Our Lines of Pumping Jacks and Iron Pumps are also meeting every demand in the West.

Our Double-Acting Peters Pump and Special Deep Well Tubular Pumps are excellent sellers.

Write for Catalog and New Price List just off the press.

Manitoba Engines Limited
BRANDON, MAN.

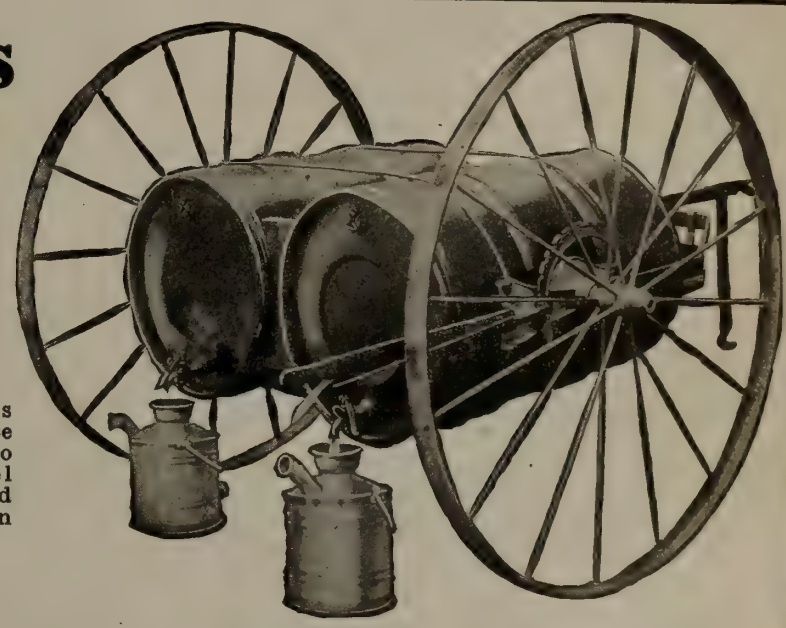
When writing advertisers mention "Canadian Farm Implements."

Sell Tractor Tenders

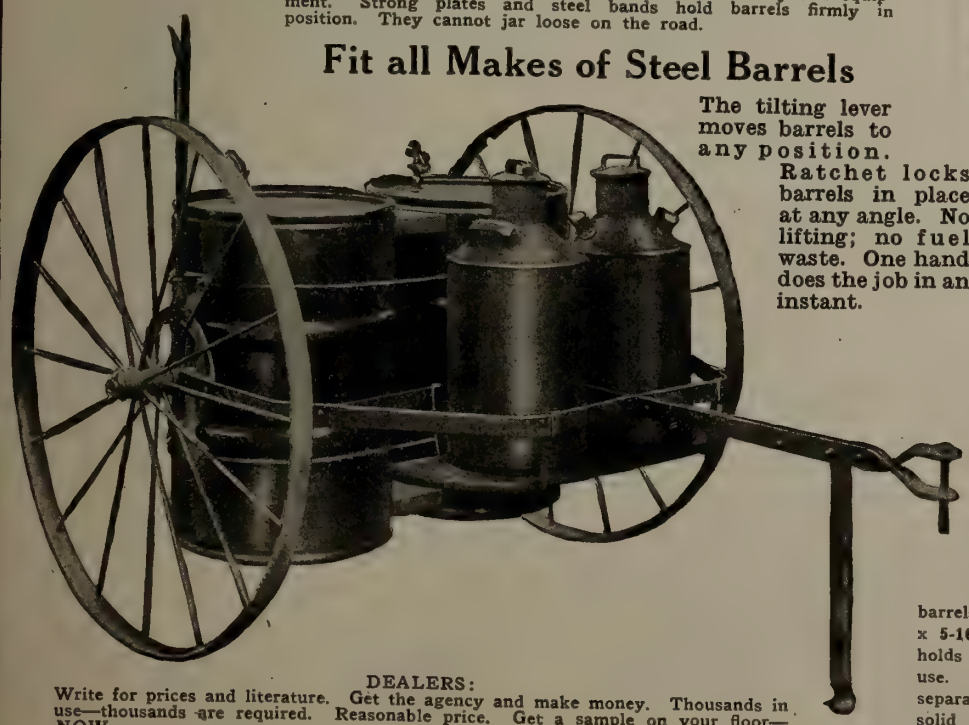
Every Tractor Owner is a Live Prospect

It is estimated that there are over 36,000 tractors in operation in Western Canada, giving dealers an unequalled opportunity for business handling the TRACTOR TENDER. Tractor owners have been waiting for this tender. They can hitch it behind the tractor, drive to field, unhitch tender, and they have a full supply of kerosene, gasoline and oil always at hand. No delay—an ample supply always ready.

Every make of steel barrel or drum can be handled by this equipment. Strong plates and steel bands hold barrels firmly in position. They cannot jar loose on the road.



Fit all Makes of Steel Barrels



The tilting lever moves barrels to any position. Ratchet locks barrels in place at any angle. No lifting; no fuel waste. One hand does the job in an instant.

DEALERS:
Write for prices and literature. Get the agency and make money. Thousands in use—thousands are required. Reasonable price. Get a sample on your floor—NOW.

Automatic Tilt---Not a Drop is Wasted

BUILT FOR SERVICE

Wheels are all-steel, 50 in. x 2½ in. tire. Barrel holder plates are immensely strong. Fit and hold all makes of steel barrels. Tongue rack is 1¾ in. x 5-16 in. steel. Tongue stand holds tender level when not in use. Heavy hardwood blocks separate barrels and assure solid clamping. Weight, complete, 275 pounds.

Fills Bins and Cars Without Scooping
Do away with dusty inside scooping; save time, labor and sacks and get more for your grain by using the
Liberty Grain Blower
Elevates, cleans and grades 300 to 800 bu. an hour with 6 H. P. Only ONE moving part. No buckets, chains or gears. One man can move it. Costs half price of old-style elevators.
FREE BOOK illustrated, explains this great improvement. Send name for copy.
LINK MFG. CO. Dept. 708
Portage la Prairie, Man.

A cleaner and fanning mill combined. As a grader alone they pay for themselves on the first job done. Simple, light, immense capacity. Get our attractive sales offer, at once.

Link Manufacturing Company
Portage la Prairie, Man.

Overseas Implement News

W. Rae, Rosehearty, Scotland, has been appointed a special demonstrator for the Austin Motor Co. He will tour Africa, Australia and Canada.

Recently the Austin Motor Co., Birmingham, shipped 25 tractors to India, which market, says the company, will soon absorb 10,000 Austin tractors a year.

A. Dugdale, Ltd., London, have been appointed British distributors for the Otwell mower, a power mower for use with Fordson tractors, manufactured in America.

It has been officially estimated that France needs 25,000 tractors. The domestic production of tractors in that country is only 2,500 a year, but even that number cannot be sold.

A report states that the Ford Motor Co. intend to manufacture Fordson tractors in Germany. An annual output of 20,000 tractors is aimed at, it is stated. The price of the tractor will be about $500 to $650.

The Power Farm Machinery Co., Coventry, England, are marketing a new farm power unit for Ford cars. The power is taken from the engine shaft, the starting handle being removed. A governor control to the engines is also provided.

The Implement & Machinery Review, London, reports that tractor trade in Great Britain is slow, farmers not being disposed to buy because grain prices are on the down-grade. British tractor makers are looking for trade in the Far East.

H. Pattison & Co., Streatham, London, have developed a new potato planter that will plant three rows of potatoes, with two other sizes to handle two and four rows. The spacing may be anything from 12 to 24 inches. The three-row machine can be drawn by one horse.

Our British contemporary gives some particulars of the prices now obtaining for British tractor plows and cultivators. A Chippenham firm have lowered their prices on two-furrow plows to $197.50, and for three-furrow, $247.50. Seven and nine-tooth cultivators are quoted at $192.50; eleven-tooth cultivators at $200.

This year the British tractor trials will be held during fall, at Shrawardine, near Shrewsbury. There will be no class for steam cable outfits, but a section for small garden tractors will be added. Direct haul and cable outfits operating by internal combustion motors will be tested. The implements to be tested will include tractor plows, cultivators and disc harrows.

In Great Britain, binder-twine manufacturers made an agreement with dealers that if lower quotations were in force after October first, last-year orders previously placed at higher values would bear a refund of the difference. The twine factories lowered their price $20 a ton during February, to the benefit of the trade. Large steam plowing contractors in Britain report a heavy demand for contract plowing. They claim that the farmer in that country is not satisfied with the work of the gas tractor and finds up-keep expense and renewals very costly.

Howard Ltd., Bedford, England, have adapted the self-lift principle to a standard zig-zag harrow, for use with a one-man tractor outfit. Five harrow sections are arranged about a three-wheel frame, two being pulled by side arms, one beneath frame and two behind to take out wheel tracks. By chain lift from the tractor the harrow teeth are lifted clear of the soil, carried over the dirt and dropped, permitting continuous operation of the tractor. The manufacturers state that they believe the chain harrow, used extensively in Great Britain, can also be adapted as a self-lift implement.

Distributing Eagle Tractors

The Waterloo Manufacturing Co., Portage la Prairie, with branches at Regina and Saskatoon, have secured the sole distribution in Canada of the Eagle farm tractor, as manufactured by the Eagle manufacturing Co., of Appleton, Wis.

Eagle tractors are made in two sizes, 12-22 h.p. and 16-30 h.p. The motors are twin-cylinder, horizontal, valve-in-head type, with Dixie H.T. ignition. With a long record of successful service in U.S. territory, the Waterloo organization should be assured a good demand for their new line from all over the Canadian West. They are now appointing dealers throughout the territory.

Sharples Lower Prices

The Sharples Separator Co., West Chester, Pa., has announced a reduction of 20 per cent in the price of all standard Sharples cream separators. This reduction has been made, the company states, notwithstanding there has been only a slight decrease in the cost of production, but it is considered advisable to anticipate a lower level of prices.

Wilkie Piston Rings

Dealers!

"WILKIE RINGS"
FOR
Cars, Trucks, Tractors and Stationary Engines

Save Gas
Increase Power
Reduce Oil Consumption

The Demand Proves Their Quality. Lay in a Stock.

Consider the Power Lost in Your Territory

Help your customers say good-bye to carbon, pre-ignition, knocking, loss of power and similar engine troubles. How many internal combustion engines right in your district are stealing money from their owners? Sell them Wilkie Rings—they solve the problem.

Wilkie Piston Rings are manufactured from single cast, close grained, properly proportioned materials. Lap joint type; perfectly round. Do not distort. As near perfect as modern machinery and brains can produce.

EVERY RING CARRIES AN UNCONDITIONAL GUARANTEE

In sizes from 3⅜ x ¼-inch to 6 x ½-inch, and up. Standard sizes in width and diameter. Larger sizes quoted on request. Shipped in cartons; properly labelled. You select the size required in a moment.

There will be a heavy replacement demand for rings this season. Are you prepared to profit by it? Stock Wilkie Rings and create satisfied customers and increased business.

"FORD" SPECIALS IN A NEAT SHOW CASE

Contains 100 rings, of which 24 are standard, the balance graded in six oversize lots. Each size in separate compartment with size plainly shown. Reasonable price—a real business-builder for the dealer.

WRITE FOR PRICES, PARTICULARS AND TRADE DISCOUNT TO

WINDSOR MACHINE AND TOOL WORKS
86-88 PITT STREET WEST WINDSOR, ONT.

Manufacturing Piston Rings

The Windsor Machine & Tool Works, Windsor, Ont., manufacturers of the famous Universal cylinder re-boring tool, entered the piston-ring business in a big way some eighteen months ago. They are producing a full line of "Wilkie" piston rings in a remarkably wide variety of sizes, both standard and over-size types being produced.

The Wilkie ring is made from single cast, close grained, properly proportioned materials. The lap-joint type is adhered to, and with splendid machine-shop equipment the company report that their rings are as perfect as any product sold, with sufficient tolerance at all points to prevent distortion. Wilkie piston rings are made in sizes from 3⅜x¼ inch up to 6x½ inch, all standard sizes in width and diameter being produced. They also make a specialty of Ford rings in standard and over-size patterns.

Mower Attachment for Cletrac

The Hullet-McCurdy Tractor Co., Kansas City, have developed a mower attachment for Cletrac tractors. It is stated that this attachment can be installed in the front end of the tractor in 30 minutes. The power for operating the sickle is taken from the engine pulley to the pitman wheel by a belt, and a long pitman, always an advantage in a mower, must be used. The control levers are beside the operator on the tractor seat.

The cutter bar is so attached that if it is driven against an unyielding object it will shear a wooden pin in the yoke and allow the cutter bar to swing around parallel with the tractor and at the same time stops the sickle by lifting the belt idler pulley.

This machine has been tested out thoroughly and has done satisfactory work in every case. The sickle being driven from the tractor belt pulley runs all the time the motor is running whether the tractor is moving or not. This feature assures against any clogging of the cutting mechanism.

A Convertible Tractor

The Racine Engineering Co., Racine, Wis., announce a new tractor that can be converted in connection with a standard trailer into a 2½-ton motor truck. The tractor, which has a speed of 3⅞ m.p.h. is called the "Dodge". The tractor wheels can be removed and replaced by rubber tired wheels, the trailer being mounted behind to form a motor truck with a speed of 18 m.p.h.

The Dodge is a 3-4 plow tractor, 90-inch wheel base, weight 4,200 pounds. Motor is 4½x6, Midwest. Transmission, three speeds forward and one reverse, separate speed for belt pulley. Motor speed, 1,000 r.p.m. Belt pulley, 15-inch diameter by 8½-inch face.

Bradstreet and Dun are two fortune tellers who will never be arrested.

Aspinwall Potato Machinery

L. A. Aspinwall began to develop the potato planter in 1861, and for 21 years experimented and perfected his potato planter which finally got into quantity production at Trenton, N.J., in 1883. The following year the Aspinwall Mfg. Co. was organized at Three Rivers, Mich., and later moved to Jackson, Mich., where for 36 years the company have been manufacturing the Aspinwall line of potato cutters, planters, sprayers, diggers and sorters. Canadian business is controlled by the Aspinwall Candian Co., which was established at Guelph, Ont., over 14 years ago. The Canadian organization is under the management of L. Jacques, who has been with the company for 22 years.

Although nearly seventy-nine years old, Mr. Aspinwall is still actively engaged in perfecting new potato machinery to be added to the line.

The steam that blows the whistle is nothing but hot air.

Important Announcement to Dealers

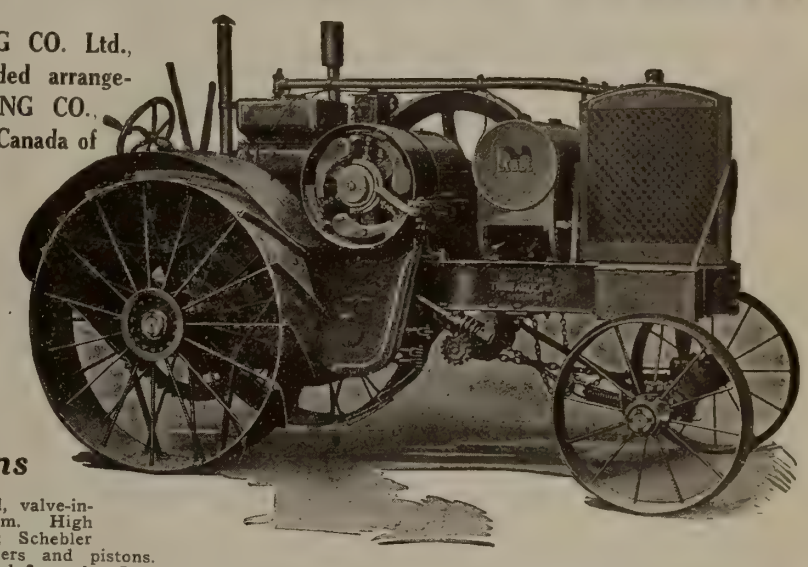
THE WATERLOO MANUFACTURING CO. Ltd., Portage la Prairie, Man, have concluded arrangements with EAGLE MANUFACTURING CO., Appleton, Wis., for the exclusive sale in Canada of

EAGLE TRACTORS

12-22 H.P. and 16-30 H.P.

Simplest Tractors Built

Simplicity of design, ease of operation, reliability and durability—that's Eagle Tractors. Fewer parts to wear—fewer parts to repair. Note the illustration—the large, wide belt pulley, just where it belongs.



Read the Specifications

12-22 H.P.—Motor: Twin cyl., horizontal, valve-in-head; 7-in. bore, 8-in. stroke, 425-450 r.p.m. High tension Dixie magneto with impulse starter; Schebler carburetor; force feed lubrication to cylinders and pistons. Hyatt heavy-duty roller bearing. Speed, 2 and 3 m.p.h. Belt pulley, 20-in. by 8½-in. face. Fuel, Kerosene or Gasoline.

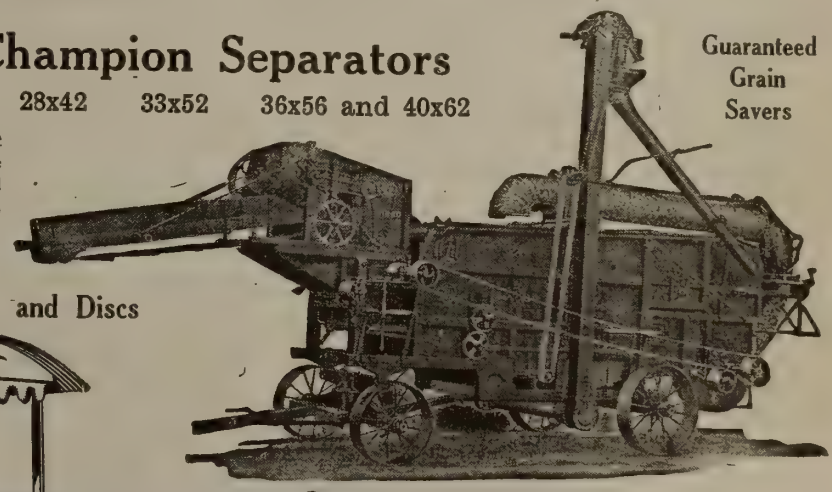
16-30 H.P.—Motor: Twin cyl., horizontal, valve-in-head; 8-in. bore, 8-in. stroke, 425-450 r.p.m. High tension Dixie magneto with impulse starter; Schebler carburetor; force feed lubrication to cylinders and pistons. Hyatt heavy-duty roller bearings. Speed, 2 and 3 m.p.h. Belt pulley, 20-in. by 10-in. face. Fuel, Kerosene or Gasoline.

"Waterloo" Champion Separators

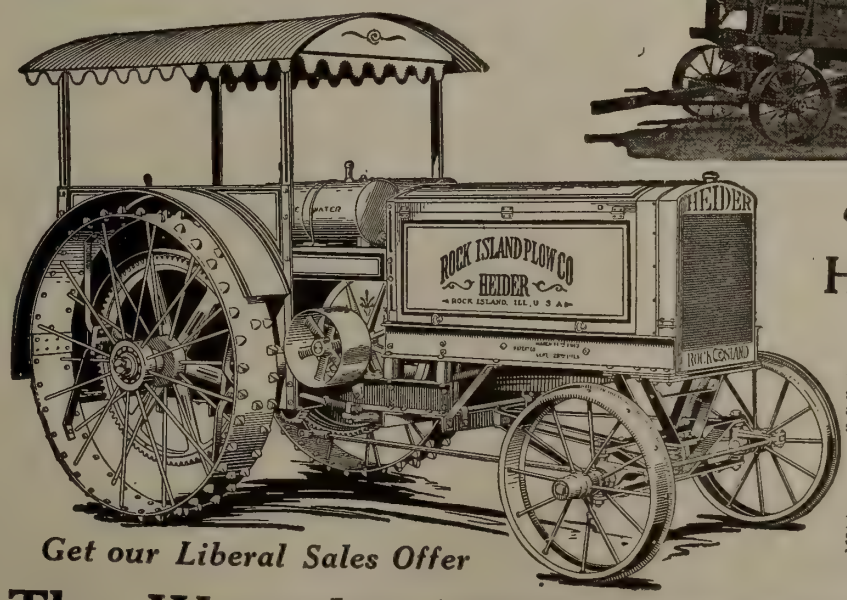
20x36 24x36 24x42 28x42 33x52 36x56 and 40x62

Guaranteed Grain Savers

Assure clean, speedy and efficient threshing under all conditions. A range of sizes to suit every demand. Equipped complete with wind stacker, feeder, wagon loader and register.



Rock Island Tractor Plows and Discs



"Rock Island" Heider Tractors

12-20 H.P.

Equipped with heavy four-cylinder motor. Patented friction drive—seven speeds forward or reverse, with one lever, all on one motor speed. No gears to strip; 15 to 20 per cent fewer parts.

Our Line Includes

Kerosene and Gasoline Tractors, Plows, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers' Supplies, etc.

Get our Liberal Sales Offer

The Waterloo Manufacturing Co. Limited

REGINA PORTAGE LA PRAIRIE SASKATOON

Alberta Distributors: United Engines & Threshers Ltd., Calgary and Edmonton

The Hardwood Lumber Industry

By C. M. Ackland, Manager Lumber Department
D. Ackland & Son Ltd.

In the farm equipment trade the dealer has naturally felt the great increase in price of hardwoods, as shown in implement sets, whiffletrees, doubletrees, wagon and vehicle parts, etc. In many items of farm equipment hardwood plays a most important part, and advances in price of such equipment have been due, in part, to the higher cost of the common hardwoods being used.

Hardwood production begins with the forest and timber ownership. The firm cutting the timber may not own the land, but must secure timber rights. When cut, the product may be logged, then transported from forest to mill. Formerly cutting took place close to rail service. As areas were denuded of timber, a longer haul became necessary to the railways. Teams, light railways, trucks and tractors are now parts of the equipment required for this work. After cutting, the timber is not in shape to saw for at least six months. When finally sawn it goes from the mill to the wholesaler or factory, and thence, as stock or finished product, to the retail merchant.

If labor is high priced, the cost of hardwood stock is correspondingly high, and vice versa. To locate the stock, timber "cruisers" have to be engaged, and these are high-priced experts who cover the forest and size up every tree, estimating the probable grade of the stock and the quantity available in the territory to be cut. Weather conditions are an important factor, also location of the timber. If the timber is on high land it can be readily cut and logged the year around. If on low land, weather conditions may make logging impossible for a large part of the year.

Higher Operating Costs

Formerly, in the hardwood areas, many negroes were employed at a reasonable wage scale, but like other labor the negro has an enhanced idea of his value, with resulting increased wage outlays. The personnel of the hardwood production force includes many high-priced experts and executives, such as: Foresters, survey men, timber estimators, sawmill engineers, industrial managers, equipment experts, accountants, traffic managers, advertising and sales departments, salesmen—and beyond all, high priced labor including sawyers and filers.

Villages have to be built, huts erected and stores opened for supply of necessities to the men. Therefore, primary production cost is no small matter, but all of us are more or less liable for the present high cost of hardwoods.

The dealer in farm equipment naturally thinks that this industry is the main factor in hardwood demand. It is not; in fact, is but a small market for the available product. Prosperity has had a great effect upon hardwood values. In any one family, now married and settled how many gramaphones do you find? Probably one in every home. That means an increased hardwood demand. With high wages labor has invested heavily in good furniture—which means more hardwood demand.

Supply Below Normal

The average mill has to cut its supply of logs from the middle of September to the end of October, or at latest the middle of November. The length of the season depends upon when rains set in in the cutting territory. As we know, last fall hardwood users did not place orders owing to unsettled conditions. As a result, the mills only cut to meet the "visible demand". They decided upon a small cut, as logs cannot be cut to let lie so that worms destroy the stock—especially in the case of hickory.

The cut for this season's requirements, as a result, was only about 40 per cent of normal. If the demand for hardwood reaches

Massey-Harris

Outstanding Features of

Massey-Harris Cream Separators

Mean Many Sales for the Live Dealer

THE MASSEY-HARRIS CREAM SEPARATOR saves from ten to fifteen dollars a year per cow over the old methods of separation and furthermore it saves several dollars a year per cow over inferior separators.

Both the cream and skim-milk have clearly defined separate courses—there is no re-mixing after separation, which takes place quickly and surely.

Three outlets carry away the skim-milk quickly—there is no back flow.

A thick cream can be run without clogging, because the cream screw adjustment regulates the cream density without reducing the size of the cream outlet.

Only on the Massey-Harris Cream Separator are there six V-shaped openings in the split wing extending from top to bottom—the milk is spread uniformly over every disc and before delivery to the discs is speeded up, thus the bowl runs freely and is not slowed down by having to speed up the milk.

Also in the Massey-Harris Separator we find die-cast split wing made of rust-proof metal; pressed steel discs with spacing calks welded into place; bowl separate from the spindle; positive lubrication with the double oiling system; a ball clutch that takes hold instantly; and a really reliable speed indicator.

The Massey-Harris Cream Separator is easy to sell, easy to fill, easy to turn, easy to clean

MASSEY-HARRIS COMPANY, LIMITED

(ESTABLISHED 1847)

HEAD OFFICE - TORONTO, ONT.

even 50 per cent or 60 per cent of normal, a shortage is the result. Then a wholesaler, for example, gets a demand for five cars. He cannot locate the stock, so offers a higher price than market quotations. We immediately have buying on a strongly competitive market, firms outbidding one another to get the stock and up goes prices. This is another factor in the price situation in addition to increased production cost.

Let us recollect the fact that the estimated average cost of producing hardwood in 1914 was $22 to $25 per thousand. In 1920 this had risen to from $46 to $50 per thousand. In addition, freight rates have advanced by a great percentage, and the Canadian wholesaler has the factor of a high exchange rate to still add to the landed cost of the stock.

The Future Supply Situation

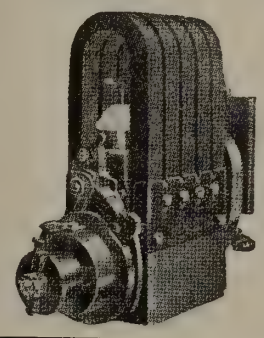
Figures show that at the commencement of the year, in the United States, only 10 per cent of the hardwood lumber mills were in operation, and those were only showing 13 per cent of their normal production. A gradual reduction of labor cost is evident, but this is necessarily a slow process, and so far labor cost is more than off-set by decreased sales and higher overhead expenses. The export situation is opening up to some extent, as Germany and South America are placing orders, and also Belgium. Furniture manufacturers are one of the biggest markets in the hardwood trade, and this line is low on stock at present. If they begin to buy heavily, then we may expect further price advances, owing to their great demand on a restricted supply. In comparison with most lines the vehicle and farm equipment trade shows but a small demand for hardwoods.

Demand and supply decide prices and the dealer should remember that in connection with hardwoods the freight rate and exchange alone on imported woods are equal to what the price of lumber was at the mill in 1914. It is estimated that Canada and the United States are 16 months behind in building requirements. Should people consider that the time is opportune to build, then the increased demand for hardwoods will assuredly be reflected in increased prices for the product.

It is true that the prices of hardwoods have had a bad effect upon the prices of buggies, democrats, wagons, etc., also on implement woods as half-finished or finished and painted, but it is equally true that the manufacturer of such products, or the wholesaler, cannot be blamed for this. We simply confront a situation where, for a start, the available supply of timber is short of the demand, and where operating costs are greatly increased. In addition, the demand from interests with an immensely greater consumption of raw material than the implement trade makes a buyer's market in which the latter trade is a comparatively unimportant factor.

Granting this, it must still be considered that 1921 will be a heavy repair and replacement year in the vehicle trade. New jobs will not be purchased to any great extent, but repair woods and haulage equipment should show a very profitable demand for the dealer. It is, therefore, a good policy for the trade to carry an adequate assorted stock of the lines for which they usually have a demand, as business may be lost through inability to deliver the goods.

Magneto Repairs and Replacements



We carry in stock at all times BOSCH, BERLING, DIXIE and K-W Magnetos.

Over 500,000 repair parts for all systems, and $20,000 worth of special equipment enable us to give a 24-hour repair service on all makes and a real guarantee with each repair.

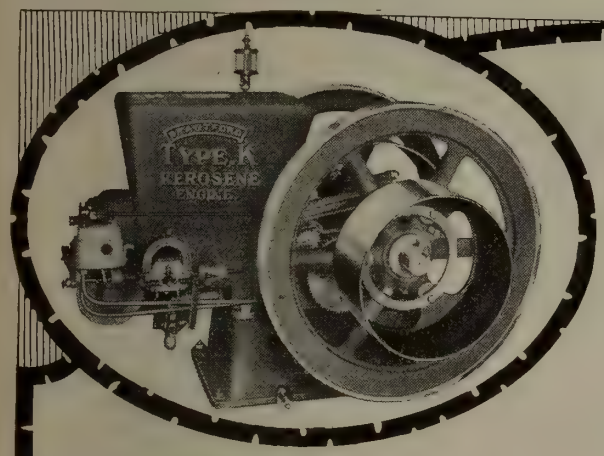
Send for catalog to-day.

Special terms to dealers.

Acme Magneto & Electrical Co. Ltd.

148 PRINCESS ST. : WINNIPEG, MAN.

The Foremost Electrical Repair Shop in Canada



G.S.M. EQUIPMENT LOWERS FARM COSTS AND INCREASES FARM PROFITS

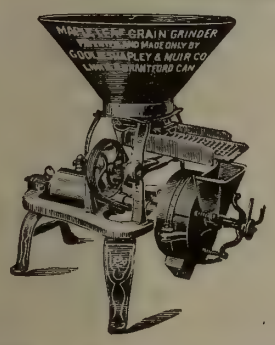
Decreased prices for farm products will increase the demand for power equipment for the farm. More work must be done, in less time, at lower cost. Our goods meet the need for efficient, economical production. Canadian-made for Canadian trade.

Beaver" Tractors, "Ideal" Windmills, "Maple Leaf" Grinders, "Ideal" Kerosene Engines, Concrete Mixers, Steel Saw Frames, Power and Hand Pumps, Pumping Equipment, Steel Tanks. We also handle Plows, Threshers, etc.

Type "K" Brantford Kerosene Engines

Will Increase Your Prestige and Profits

Three sizes: 2, 4 and 7 H.P. A size to suit every demand. Adaptable, reliable power; they have a remarkable record of enduring service. Better engines, and at a price that assures good business. Use the cheapest fuels. Speed change device; governor; magneto ignition. Fuel tank is built into engine base. Write for special engine literature and let us show you how you can double your engine trade.



"Maple Leaf" Grinders Give Universal Satisfaction

An economical investment for any farmer. Sell them to hook up with the Type "K" Engine. Our Grinders are strongly built and have remarkable capacity. Perfect adjustment for regulating fineness. End-thrust ball-bearings. Heavy shaft; flexible plates; adjustable shake. Runs smoothly and evenly at even the highest speeds. Get a sample on your floor.

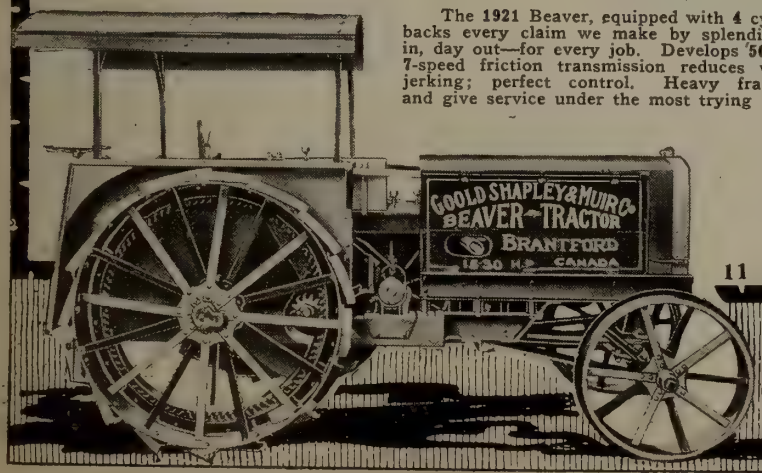
Double-Geared "Ideal" Pumping Windmills

The most economical and efficient power pumping installation sold. Now is the time to line up your prospects. The Ideal has few working parts. Wide-faced special steel gearing. Roller and ball bearings assure operation in lightest winds. Automatic adjustment to wind. "Pull-in" design—they brake automatically. No chance of wrecking. Towers strongly braced and girted every 5 feet.

The Beaver 15-30---Canada's Leading Tractor

Gives Power Service of Proven Dependability

The 1921 Beaver, equipped with 4 cyl., 5 x 6¼, special kerosene motor, is no ordinary farm power plant. It backs every claim we make by splendid performance in all haulage and belt work. Steady, resistless power—day in, day out—for every job. Develops 50 H.P. on the belt. Ample capacity for heaviest threshing. The patented 7-speed friction transmission reduces working parts 15 to 20 per cent. Smooth, positive clutch action. No jerking; perfect control. Heavy frame; extra strong wheels. Light and strong canopy. Built to stand up and give service under the most trying conditions.



Made in Canada. No duty—no exchange—reasonable price. Cash in on the Beaver 15-30. Secure territory now. Our special sales offer and liberal quantity discount will interest you. Write

11

Goold Shapley & Muir Co. Limited

Distributing Warehouses: Portage la Prairie, Calgary, Edmonton, Saskatoon

Factory—Brantford Western Head Office—Regina

Electric Wheel Co. Produce New Tractor

The Electric Wheel Co., Quincy, Ill., manufacturers of the Allwork tractor, announce a new model, the Allwork II Tractor. This machine combines the features of high power, light weight and compact design. Its width is only 54 inches, its height 55 inches. It is rated at 12-25, weight 4,500 lbs. and is stated to have 3-plow capacity. A three-speed transmission gives forward speeds of 1¾, 2½ and 3¾ m.p.h. Complete enclosure of all parts is provided and a direct drive with only two reductions to the live axle. The engine is four cylinder vertical, 4¾x6 inches, with removable cylinder heads. Other features in design are a particularly complete equipment of anti-friction bearings. A Kingston carburetor, Kingston magneto and Bennett air cleaner are points in accessory equipment.

In belt pulley location the Allwork II shows a departure from common practice. The pulley, 11x7-inch face, is mounted on the front of the tractor and is controlled by a separate twin-disc clutch, operated by a lever at the front of the tractor. The distributors of the Electric Wheel Co. should find a good demand for the new 12-25 Allwork, especially from farmers whose acreage calls for a two-three plow outfit that will operate at high speed.

A New Binder Hitch

The Taco binder hitch is announced by the Tractor Appliance Co., of New Holstein, Wis. It is stated that this company are now completing distributing arrangements for their hitches in Western Canada. This hitch works with the Fordson as well as other makes of tractors. It is made of steel, reinforced with wood, strong without being cumbersome. The design permits adjustment so that any width of swath desired may be cut and maintains the same width of swath on curves as on straight sides without skipping or overlapping.

The greatest heroine in real life—Mother.

Develop Repair Service

While it may not be a highly profitable spring for the dealer, he must make every effort to pay expenses if he is to carry on. If new machinery cannot be sold in great volume, the demand for repairs should help the situation. Give the farmers repair service and make an adequate profit on this line. They are bound to come back for new goods sooner or later and they will be more likely to remember the dealer who gave good repair service than the man who made little effort to supply them with parts and replacements.

A New Remy Magneto

The Remy Electric Co., Anderson, Ind., announce a new Remy high-tension magneto for tractors and trucks. This magneto is backed by the experience of the company in producing several million units of ignition apparatus. The new magneto is distinctive in design, has an impulse-starter coupling, and is said to be very reliable and efficient in every way. Interested dealers can obtain a descriptive booklet from the company.

The Demand for Tires

Do you ever stop to consider the value of tire trade in your territory. How many cars are in operation? Assuming that each car needs three new tires a year, what market would you have?

It is stated that there are over 400,000 cars registered in Canada to-day. Each car has four tires, and they would average one "spare" each. There are, then, some two million tires in actual use.

Assuming that each car needs three tires a year, there is a replacement demand of 1,200,000 tires. The number of new cars manufactured and sold will be about 100,000, creating a further demand in 1921 for another 500,000 tires. As a line, the tire is in good demand most of the time.

Competition in Cream Separators

L. A. Davis, U.S. consul at Helsingfors, Finland, announces that one of the largest manufacturers of cream separators in Finland is preparing to manufacture and sell its products in the United States. This concern have an annual capacity of from 50,000 to 60,000 machines and also produce spring harrows.

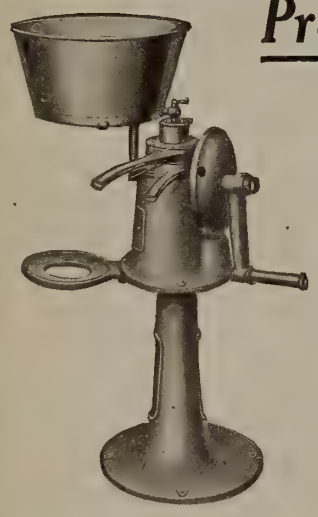
Mr. DEALER

The Farmers are asking for

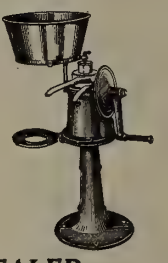
CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.



Profits In Dairying Are Certain!



DEALERS: Secure New Records in Volume with

"LISTER-PREMIER" BRITISH-BUILT CREAM SEPARATORS

A MONEY-MAKER FOR BOTH FARMER AND DEALER

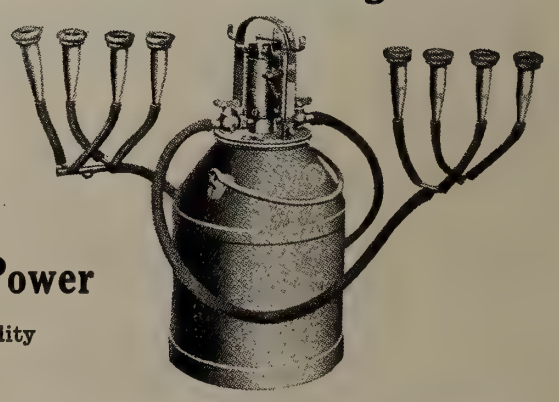
Seven Sizes: Capacities: 220, 280, 350, 500, 650, 800 and 1000 lbs. per hour

Simple in design. Finest mechanical finish. Short crank; easily turned. All moving parts run in oil. Gearing entirely enclosed. Aluminum discs cannot corrode. Easy running—easily cleaned. A high-grade separator at a reasonable price, with skimming efficiency second to none.

"LISTER"—The World's Leading Milker

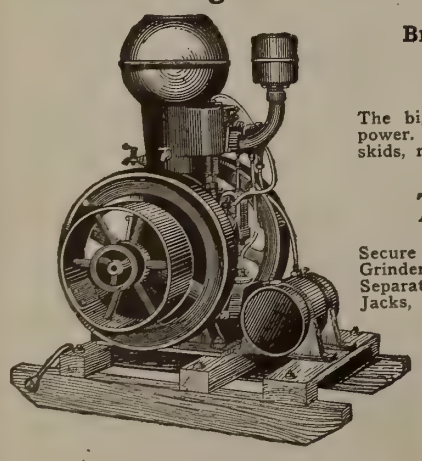
Simple—Efficient

Send for full particulars of our 1921 model. Lister milkers have been in use the world over for 16 years. Made in single or double units. The Lister Pulsator gives perfect release of the teats. Cups cannot fall off, and stroke of pulsator can be altered instantly to suit the individual cow. Operates by any 1½ H.P. engine or motor Our special literature will interest you



Lister Engines Mean Dependable Power

British Built—British Quality
2, 3, 5, 7 and 9 H.P.



The biggest value in a farm engine you can handle. Reliable, economical; great reserve power. High tension ignition. No batteries. Automatic lubrication. Shipped complete with skids, ready to run. Get a Lister on the floor and you will increase your engine business.

The Lister Line Sells Easily and Profitably

Secure our sales plan on: "Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister-Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Power Pumping Outfits, etc.

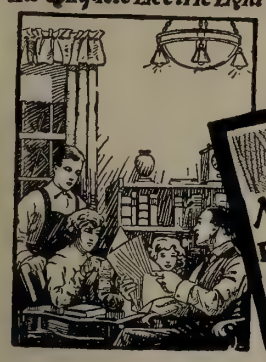
Write for Catalogs and Sales Proposition

R. A. LISTER & CO. (Canada), Ltd.

WINNIPEG :: TORONTO

DELCO-LIGHT

The Complete Electric Light and Power Plant for Farms and Country Homes

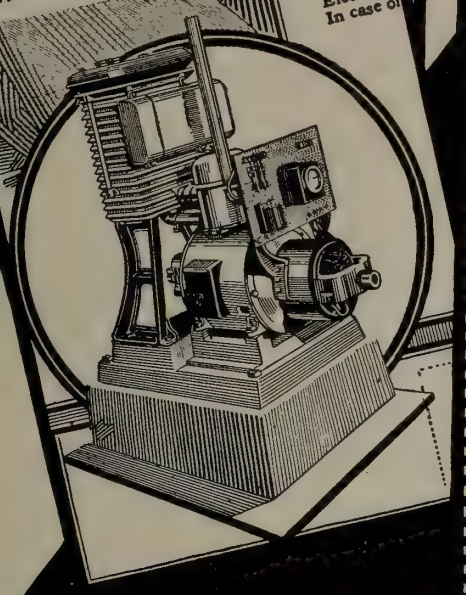


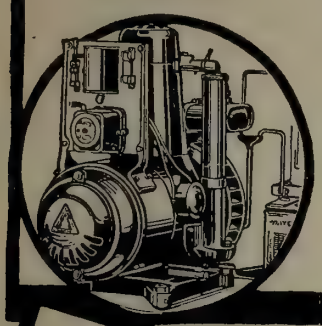
Advantages of Electric Light

Electricity is the best, safest, cleanest and most practical form of artificial light. Its rays are bright, steady and restful to the eye. Over 135,000 families are living in homes made better and brighter by Delco-Light.

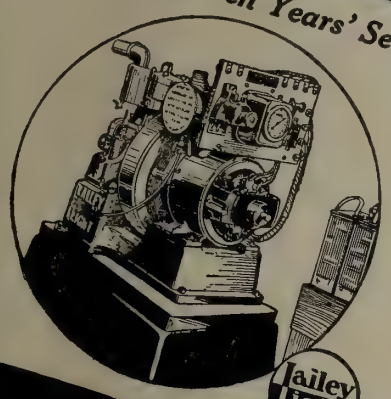
Northern Electric POWER AND LIGHT

From most far-s production for clean, Fresh and dairy Electric P In case of

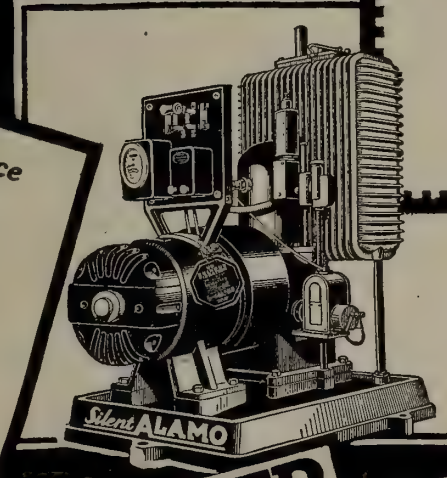




Proved by Ten Years' Service



Bailey Light



Silent ALAMO

Money in Lighting Plants

Some of the most progressive implement dealers in Western Canada have discovered that lighting plants taken on as a side line have become one of their best revenue producers and are now featuring them among their leaders. They attribute this to the fact that lighting plants, their advantages and various uses, have been widely advertised through The Nor'-West Farmer and other farm papers.

Lighting plants naturally are a part of the implement trade. In this country no one is better equipped to handle them than the implement dealer. The farmers throughout Western Canada know and want the comfort of a lighting plant in their homes. Advertising has sold the idea—you can sell the equipment. A demand exists for good reliable lighting systems and sales can be made wherever the prospect has the purchase price—these prospects are still plentiful. An agency for one of these well-advertised plants will prove a money-maker for you.

Link your sales plans to the advertising in The Nor'-West Farmer. Subscription $1.00 per year.

75,000 Voluntary Subscribers

The Nor'-West Farmer

The Pioneer Farm Journal of Western Canada

WINNIPEG CANADA

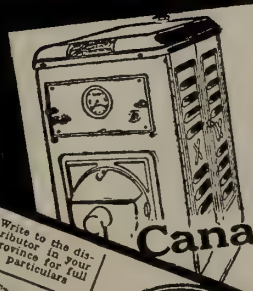
ROBINSON-ALAMO LIMITED

140 Princess Street, Winnipeg, Canada

Silent ALAMO

FARM ELECTRIC POWER AND LIGHT PLANT

Phelps farm POWER farm LIGHT



Electrion

POWER & LIGHT

"Not an expense, but an investment." You'll find it interesting.

Canadian Linderman Co., Limited

WOODSTOCK ONTARIO

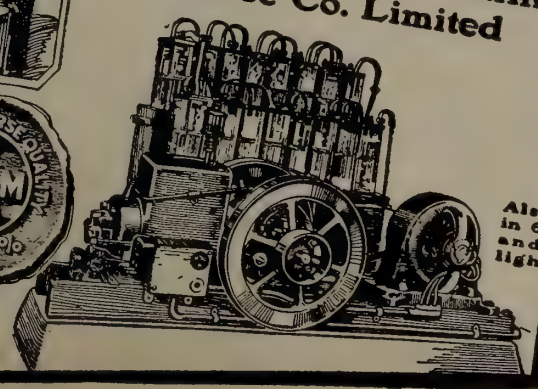
Dept. B

Manufacturers for the British Empire

Write to the distributor in your Province for full particulars

Fenco Light

The Canadian Fairbanks Morse Co. Limited



FAIRBANKS-MORSE QUALITY F M 100%

DEALER'S COUPON

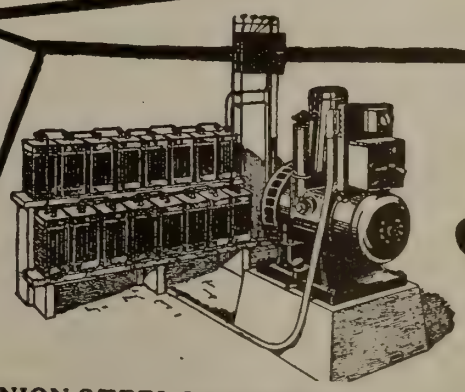
Mail this coupon with your letterhead to our nearest branch for full particulars of Fairbanks-Morse Home Power and Light Plant Agency.

Name.....

Address.....

61

NF



DOMINION STEEL PRODUCTS CO. LIMITED

Department "H"

BRANTFORD, CANADA

DOMINION LIGHT

Motor Trucks and Accessories

Automobile, Truck and Tractor Accessories

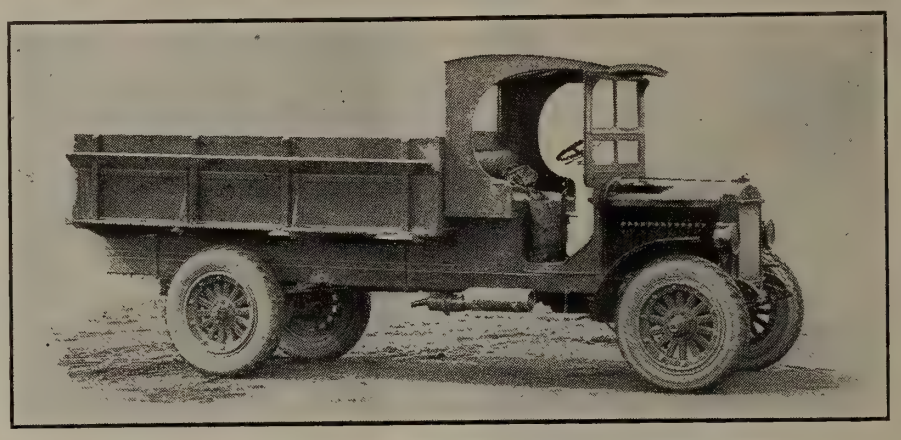
By A.L.S.

Have you spent any time reasoning out the possibilities of making money in the automobile accessory business. A great percentage of the trade are already successful in this. It has proven to be a side line worth while. It will not cut in on the time you should spend on the implement business but will be a distinct service to your customers. Have you an agency for an automobile or motor truck? If not, you probably run a motor car. What do you find are the things that you constantly need? Gasoline, oils, greases, waste, spark plugs, electric bulbs, tires, inner tubes, patches, cement, chains, etc. This is only a partial list of essentials to a motorist in everyday use of the car, and excludes all tools for engine or car repair, all seasonable articles, such as anti-freeze, radiator cement, hood covers, etc.

Why not carry the essentials at least, and make it a side line. Window display is a simple matter with these goods, and it is surprising how attractive they can be made. The jobber or manufacturer is only too glad to supply you publicity matter on the various lines which you sell and you in return are able to place it before your customers. In many cases, very elaborate cases and samples are made up which are so attractive to the eye that they are a strong selling force in themselves.

Your customers come into the shop for an implement or a repair part, perhaps to get some information. They may remember that they require an inner tube, a valve cap, or some such thing when they see the article on the shelf or in a show case. The outlay need not be tremendously high to carry these essentials which are so necessary to every motorist, and the turnover of these will be surprisingly quick.

Working hand in glove with the auto accessory business is tractor supplies. A farmer buys a tractor from you and after a certain time finds that he has to get a new part, spark plug, perhaps, or piston rings. Does he go to the grocer or hardware man for the article? No, you sold the machine and you are the logical man to sell the repair. This is where many implement dealers lose trade, in that they can't supply the simple wants of the customer. What is the result? He goes over to the hardware man or the garage man, buys his piston rings, and the implement dealer bids good-bye to the accessory trade of that customer.



Motor Truck Sales are Profitable for the Implement Dealer

The farmer who bought a tractor last year, or two or three years ago is not going to scrap it and buy a new one. But he is going to have to buy some new part probably. You are the man that he is going to deal with, and you should accordingly size up your district so that when your customers come around for these repairs you will have them in stock. A few tractor supplies that you could have on hand are: Balls for bearings, belting, carbon removers, clutch lining, grease cups, fan belts, friction clutch pulleys, gaskets, radiator hose, piston rings, spark plugs and tool kits. The accessory game can be developed into a very active branch of your business, catering to your implement customers steadily, and in no way detracting from your regular trade. Think it over in those times when fast selling lines and quick turn-over are essential.

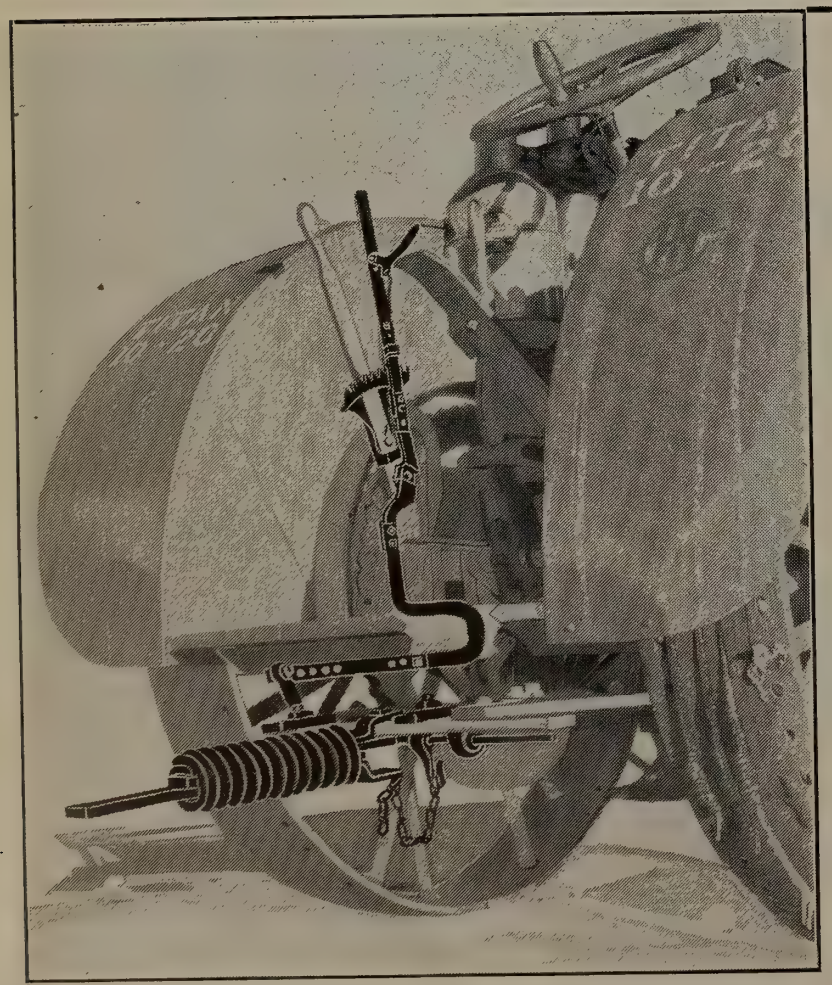
Plow Works Place Truck on Market

The latest product of the J. I. Case Plow Works Co., Racine, Wis., is the J. I. Case two-ton farm motor truck, which is illustrated and described in a new display folder issued by the manufacturers. The company have been perfecting this farm truck for two years and believe that it incorporates every feature the farmer could desire.

Belt Power Equipment

A strong selling point, and one that adds greatly to the value of the J. I. Case truck, is the power take-off. This device delivers practically the full power of the motor to a belt pulley mounted directly in front of the radiator, so that the truck can easily be lined up to belt-driven machinery. The truck will, therefore, thresh, saw wood, fill silos, grind feed, bale hay, etc. Under field test it easily drove a 32-inch separator, fully equipped, threshing wet oats.

The frame is of 6 in., 8 lb. channel, with the patented Wallis U-frame as a sub-frame. The Wallis tractor motor used is 4¼x5¾ stroke, with removable cylinder head and sleeves. Ignition is by high tension magneto. Governor is hydraulic type, and lubrication is combination pump and splash. The transmission is Wallis design, completely enclosed, with speed from 15 m.p.h. to 20 m.p.h. Torbensen front and rear axles are used, with roller bearings. The wood wheels have demountable rims and Goodyear pneumatic tires, 36x6 and 38x7 behind. The wheel base is 144 inches, truck, 59 inches. The chassis



DEALERS, DISTRIBUTORS

At Last You can Secure a Proven Safety Hitch—The

BELCHER TRACTOR HITCH

ABSOLUTELY AUTOMATIC—A LOAD CONTROLLER, SAFETY HITCH AND SHOCK ABSORBER

STOPS THE TRACTOR

Breakage of tractor or implement absolutely eliminated. Adjustable to the load. Tractor stops immediately excess load is encountered. The only tractor hitch made with this exclusive, patented feature. Tested in the field—guaranteed to the limit.

It Does Not Uncouple the Tractor from the Load

Made for all Standard Tractors. Illustration shows our Style A for the Titan 10-20 h.p. It will sell to every Titan owner in your territory. Adds years to the life of both tractor and implements; does away with 95 per cent of all tractor troubles. Saves all excess and breakage strain. We can make prompt delivery. Complete literature supplied. Order AT ONCE. Handle this profit-maker this season.

Get Prices and Folders

Write at Once to **FRED. P. BELCHER,** 717 Grain Exchange, **Winnipeg**

weighs 4,000 lbs.; with body, cab and fuel, 5,500 lbs. With a stake body the loading space is 66x120 inches, the cab being a weather-proof self-contained unit. Attractively finished in battleship grey, the equipment of the J. I. Case farm tractor truck is very complete. Interested dealers can obtain full particulars of this new truck by addressing the head office of the company.

International Motor Trucks

In designing their line of motor trucks the International Harvester Company, of Chicago, made long and exhaustive tests of various drives, such as chains, worms, bevels and internal gears. They finally decided that the internal gear final drive was the most practicable, from the standpoint of giving dependable service under all conditions of road and load.

The company claim that for all uses the internal spur gear in the International axle has greater power efficiency than any other form of final drive—and its efficiency lasts. Slight wear, which has a tendency to destroy the efficient operation of other drives, does not impair the efficiency of the International. It operates, says the company, with the smallest amount of friction and tooth pressure and is very durable. If properly cared for, there is no limit to the mileage in an International rear unit.

In the International final drive, the different gears and driving shafts are in front of the weight-carrying member. This construction shortens the propeller shaft. It also causes the driving pinions to exert a lifting force when the truck is running forward. In other words, the gear before the axle tends to relieve the wheel bearings of weight, instead of over-loading them. The difference is greater than it might seem at first thought and is a decided advantage, particularly when the truck is compelled to pull through muddy or rutty roads or in heavy sand.

The International drive applies the power near the rim of the wheel. Only one-fourth of the speed reduction is made in the differential. As a result there is only one-fourth the torsional strain on International wheels and driving shafts that there is on types where the power is applied at the centre of the wheel.

Finnegan Appointed Sales Director

W. E. Finnegan has resigned from the position of general sales manager of the Gray-Dort Motors, Limited, Chatham. and has been appointed general director of sales of The Ruggles Motor truck Company, Ltd., London, Ont. This latest addition to the executive of the Ruggles Company is indicative of the determination of this company to build up a sales organization that will inspire the same confidence as does the personnel of the factory and production departments. Mr. Finnegan's record as a sales executive and organizer is well known and his host of friends in the automobile and motor truck business wish him every success in his new position.

Money still talks, if you don't choke it to death.

Rural Credits in Manitoba

During 1920 the rural credit loans in Manitoba exceeded $2,039,000 of which amount $400,000 were loaned for breaking. Of the total loans $195,000 were made for the purchase of stock and $202,000 for machinery.

Advertise your lines locally.

A BIG REDUCTION IN PRICE

The same quality, construction, and service at the new price, enables you to produce more at a much lower cost. The "Gray" is now the best value on the market.

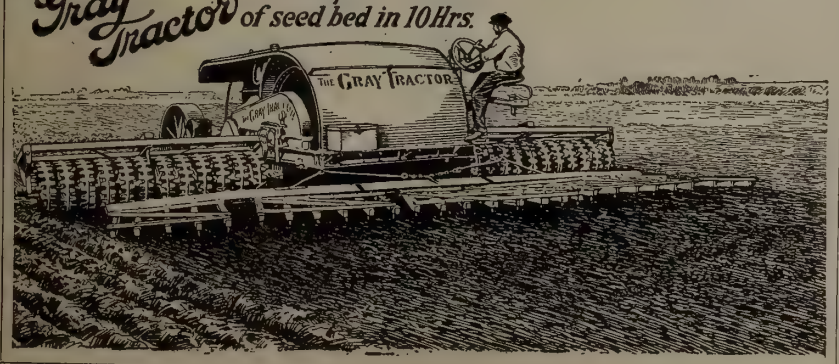
WRITE FOR NEW PRICES AND TERMS. THEY ARE RIGHT

Gray Tractor Co. of Canada LIMITED

Office and Showrooms:
LOMBARD STREET (opposite Grain Exchange), WINNIPEG

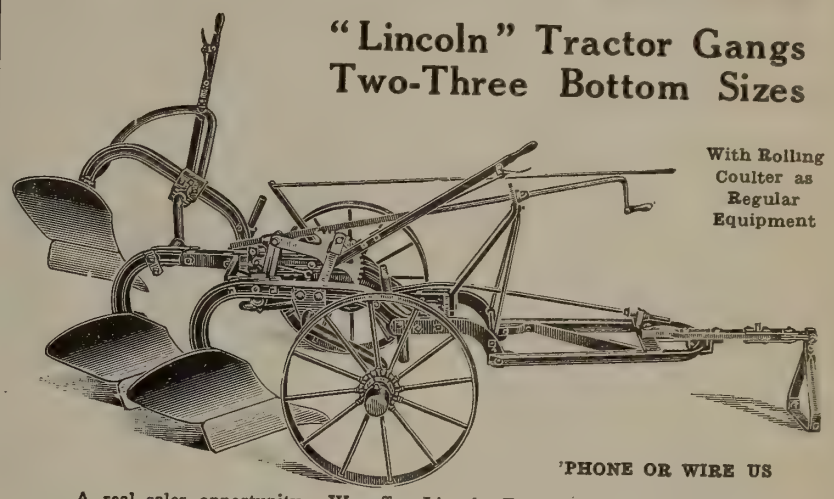
Western Distributors:
NORTHERN MACHINERY CO. Lethbridge and Calgary, Alta.
C. WARING CO. Moose Jaw, Sask.
THE TRACTOR CO. LTD., Saskatoon, Sask.

The Gray Tractor will complete 60 acres of seed bed in 10 Hrs.



Tractor Plows at Pre-War Prices

"Lincoln" Tractor Gangs Two-Three Bottom Sizes



With Rolling Coulter as Regular Equipment

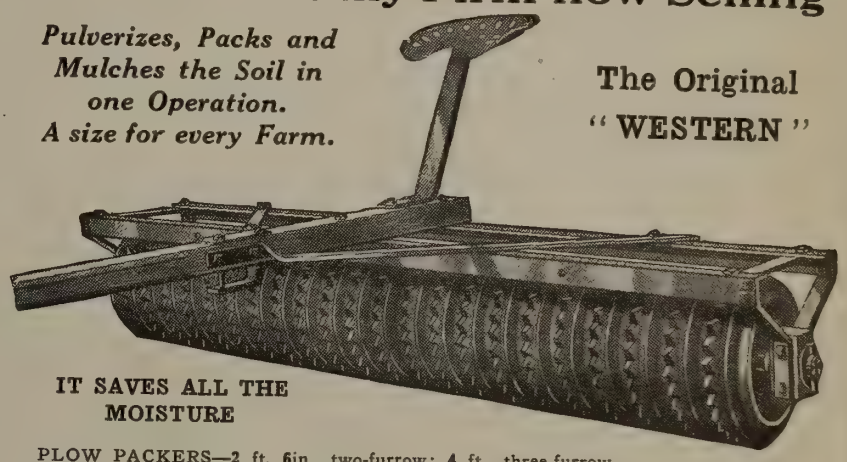
'PHONE OR WIRE US

A real sales opportunity. We offer Lincoln Tractor Plows to the trade at a special price, away below replacement value. You can get trade at the price we quote. Lever action raises third bottom instantly, making a two-bottom outfit. Stubble or breaker bottoms. Plows of real quality and durability. Strongly built. Quick screw adjustment for depth. Don't delay. Let us quote you on this bargain.

We are the Only Firm now Selling

Pulverizes, Packs and Mulches the Soil in one Operation. A size for every Farm.

The Original "WESTERN"



IT SAVES ALL THE MOISTURE

PLOW PACKERS—2 ft. 6in., two-furrow; 4 ft., three-furrow.
SINGLE SECTION—6, 8, 10 and 12 ft. sizes.
THREE SECTION—11, 15 and 21 ft. size. Wherever used they have given bigger, sturdier yields and earlier harvests. Place your orders at once.

SNAP PRICES ON AUTO ACCESSORIES!

A line for which every car owner is a prospect. Special prices offered to clear stock on hand. Write for our quotations on Spark Plugs, for car or tractor; Sunderland Tire Pumps, Auto Jacks, etc. They'll sell on sight.

Dealers: Meet the Demand for—

Lincoln Smut Cleaners

Made in Two Sizes. Order Now

Sold on a positive guarantee to prevent smut. Separate smut balls, wild oats, king heads, and all light seed from wheat, also wild oats and all light seed from barley. Grain is thoroughly pickled, dried and elevated to wagon box. Automatic skimmer an exclusive feature. Strong, heavy construction. Large, rustless solution tanks.

Get Prices and Cataloges

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. C.F., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Department, CANADIAN FARM IMPLEMENTS, Winnipeg.

J. McD., Sask.—The Monitor drill is manufactured by the Moline Plow Co., Moline, Ill. You can get repairs for the John Watson Mfg. Co., Winnipeg, who carry all Moline repairs. Specify the numbers on the ratchet castings so that they can supply for the correct drill.

R. A. M., Sask.—The Gale plow has never been sold in Western Canada. The manufacturers are the Moore Plow & Implement Co., Greenville, Mich. Write them direct.

W. C. R., Alta.—Plates P7 are for a Martin feed grinder, as made by M. R. Martin, St. Louis Park, Minn. Write factory for new plates.

S. Bros., Alta.—Bearing for disc harrow, numbered 2516R, is for an old type P. & O. disc as made by the Parlin & Orendorff Co. You can get repairs from the nearest branch of the International Harvester Co.

E. A. Alta.—Cultivator with parts V12 and V26 is one of th Hayes line, made by the Hayes Pump and Planter Co., Galva, Ill. Write the factory for replacements.

J. M., Sask.—You can obtain repairs for the Hoosier drill from the nearest branch house of the International Harvester Company.

J. H. McC., Man.—The John Deere Plow Co., Winnipeg, carry a stock of Kramer rotary harrows, which are also distributed by H. Rustad, 416 Corydon Ave., Winnipeg.

W. H. T., Alta.—Emerson plow repairs are carried in Western Canada by the Anderson-Roe Company, which concern have offices at both Saskatoon and Edmonton. Write the nearest branch for parts you require.

A. E. D., Sask.—"Superior" grain drills, as made by the American Seeding Machine Co., Springfield, Ohio, are handled in Western Canada by the Hart-Parr Co. of Canada, 47 Higgins Ave., Winnipeg. If they cannot supply you, address the Oliver Chilled Plow Works, 613 Washington Ave. S., Minneapolis.

E. H., Sask.—With current costing 30 cents per k.-w. hour, the cost of operating your 2 h.p., 110-volt d.c. motor would be as follows: The average 1 h.p. motor uses ¾ kilo watt per hour. You will be safe to calculate that your 2-h.p. motor will use 1½ kilowatts per hour, which would make your operating cost, at full load, 45 cents per hour, or $4.50 per ten-hour day. We assume that your motor would not be running at full load all the time. Your cost would be reduced as the load is reduced, as the operating cost of an electric motor varies directly with the load.

E. W., Man.—Repairs for the Cletrac crawler-type tractor can be had from the Cleveland Tractor Co. of Canada, 261 Fort St., Winnipeg.

C. P., Man.—There is no grinder with the trade name of "Winona". The repairs you quote are for a "Diamond" grinder, as made by the New Winona Mfg. Co., Winona, Minn. Write the factory direct.

E. A. K., Man.—Repairs for the Superior grain drill can be had from the Hart-Parr Co. of Canada, 47 Higgins Ave., Winnipeg.

J. P. R., Man.—Repairs for the "Thompson" plow can be obtained from the Thompson Plow & Engine Works, Beloit, Wis. The Indiana reversible road grader is manufactured by the Good Roads Machinery Co., Kennett Square, Pa. Write factory for parts in both cases.

D. G., Man.—The "Brantford" is an old-type mower, now obsolete, which was formerly manufactured by Harris, Sons & Co. It may be possible to secure the necessary parts by writing the nearest branch of the Massey-Harris Co.

J. McL., Man.—You can procure repairs for Oliver plows from the Canadian Oliver Chilled Plow Works, Regina. For Sharples repairs, write the Sharples Separator Co., Regina.

S. M., Man.—The "Van Slack" is a brush breaker manufactured by the Edmonton Iron Works, Edmonton. They can give you full information.

R. C., Man.—Parts 2LC331, 4LC261 and 4LC329 are for a Superior disc cultivator made by the Moline Plow Co., Moline, Ill. Parts B775 are boxings for a Moline disc harrow. For parts address the John Watson Mfg. Co., Winnipeg.

M. & R., Sask.—Part D70 is the right top half of a bearing box for the Kingman old style disc harrow, which is no longer manufactured. You may be able to secure the part from Martin & Kennedy Co., Kansas City, Mo.

J. C. B., Man.—The "Iowa" cream separator is manufactured by the Associated Manufacturers Co., Waterloo, Iowa. Machine and parts are carried by Wood-Vallance Co., Winnipeg.

B. & Co., Sask.—The "Monitor" Stationary engine is not handled in Canadian territory. For repairs address the manufacturers, the Baker Manufacturing Co., Evansville, Wis.

M. B. Co., Alta.—Tongue plate for sulky plow, part R48, is for a sulky made by Deere & Co., Moline, Ill. For part write the John Deere Plow Co., Calgary.

H. A., Man.—The Reliance sweep crusher is manufactured by the Sandwich Mfg. Co., Sandwich, Ill. Write the factory direct for necessary parts. Champion mowers are now handled by B. F. Avery & Sons, Inc., of Louisville, Ky. Address the Minneapolis branch of the company.

"MAX" OIL STORAGE SYSTEMS

Western Steel Products Ltd., Winnipeg, recently issued a very interesting pamphlet descriptive of their Max oil storage systems, oil wagon tanks and oil barrels. Max underground storage systems are splendidly adapted for use of farmers and private garage owners. They protect the automobile or tractor owner against shortage at all times. Those systems are made in three sizes, with capacities of 305, 435 and 750 gallons. Western Steel Products also produce the Type 9 pump in conjunction with their underground storage system. Max tanks and barrels are made of heavy steel, oxy-acetylene welded, making them one-piece construction, and are painted with a heavy coating of Asphaltum, covered with a layer of sand. Full details may be had from the manufacturers.

"Nothing succeeds like success." Nothing fails so completely as a man who starts out believing himself a failure.

Hanover Manufacturing Lighting Plants

The Hanover Utilities Corp., 825 World Bldg., New York., commenced production on a 1½ k.w. farm-lighting plant some three months ago. Their factory has a capacity of 30 plants a day and is now working at full pressure. The company state that their plant is very simple in design and practically fire-proof. It will be sold through the dealer. The Hanover Utilities Corp. are also bringing out a new tractor cultivator which will sell at a low price. It will pull one plow or a 2-row cultivator.

Hanover lighting plants are a direct connected unit, with a normal capacity of 1½ k.w. at 1,250 r.p.m. The engine is 4-cycle water cooled, 3¼x4½-inch stroke. Ignition is by timer and coil or magneto. It is specially designed for using kerosene and is said to be very accessible in design. One gallon of kerosene will operate the plant for 4½ hours, according to the manufacturers. Four horse power is developed for mechanical work, a 4-inch pulley being provided; speed regulation from 400 to 1,300 r.p.m. is a feature.

The generator is of the bi-polar, shunt-wound, ball-bearing type, with compound wiring for starting. The complete plant, engine, radiator, generator and switch board, weighs 435 pounds. Full particulars may be had from the makers.

Increased Winter Comfort Their Ideal

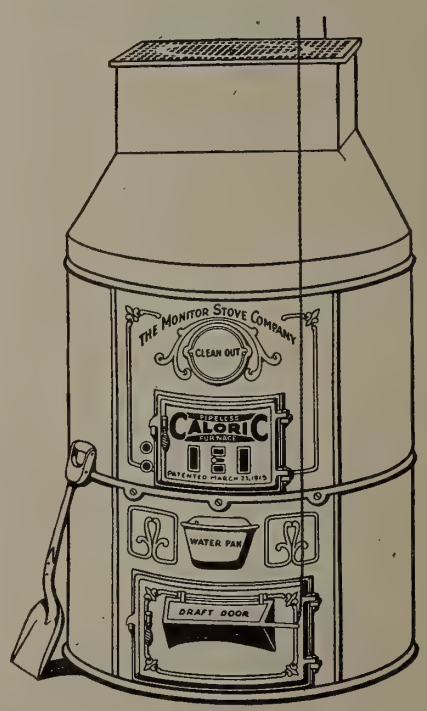
The personnel of The Monitor Stove Company, Ltd., is a group of men whose goal is to establish real winter comfort in every home in the Dominion through the installation of a most modern heating device—the Caloric Pipeless Furnace. Headquarters of the organization is at 9 Richmond Street East, Toronto, and agencies are being rapidly established throughout all Canada.

C. F. McLAIN
Manager

J. MARSHALL KNOX
Office Manager

W. T. SHIBLEY
Sales Dept.

D W. McINTYRE
Sales Dept.



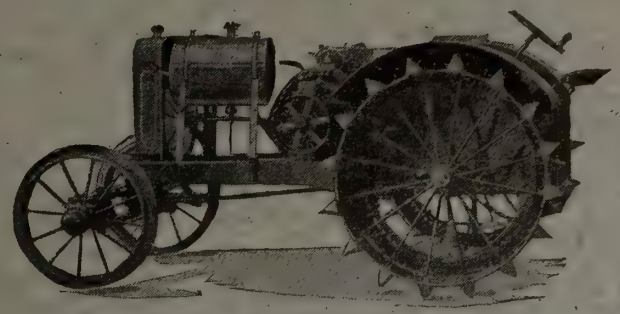
THE CALORIC PIPELESS FURNACE

The generator is of the bi-polar, shunt-wound, ball-bearing type, with compound wiring for starting. The complete plant, engine, radiator, generator and switch board, weighs 435 pounds. Full particulars may be had from the makers.

The men conducting the Monitor Stove Co. are C. F. McLain, manager; J. Marshall Knox, office manager, and W. J. Shibley and D. W. McIntyre, sales.

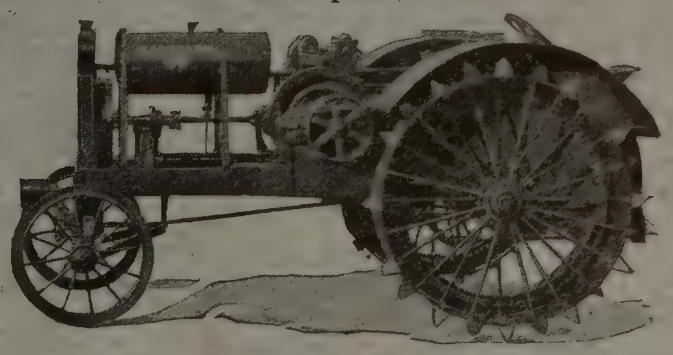
Breen Will Handle Ruggles Trucks

The Breen Motor Co. Ltd., Winnipeg, has made a contract with the Ruggles Motor Truck Co., London, Ont., by which the Winnipeg firm will distribute the well-known line of Ruggles trucks, in 1½, 2½ and 3½-ton sizes, in the city and district. C. R. Carr, sales director for the London organization, visited Winnipeg and completed arrangements with the Breen Motor Co.



The new Hart-Parr 20
Two-plow Tractor

The famous Hart-Parr 30
Three-plow Tractor



The "cart-before-the-horse" way of selling tractors

Some manufacturers think that when they have so many dealer contracts and have their dealers loaded up with tractors, their work is done. That's the "cart-before-the-horse" way.

Twenty years of tractor building and merchandising experience has taught Hart-Parr Company that the important fundamental is not selling to dealers but helping dealers sell.

That's why the Hart-Parr dealers' contract is so desirable and why Hart-Parr dealers are so successful.

Hart-Parr Company is organized on the dealer-help plan. We spend four times as much money helping our dealers sell as we spend in selling our tractors to dealers.

The first item in helping the dealer make sales is to give him a tractor that will make good—but we go a step farther. We educate the dealer to be a good dealer and we teach him to educate, and help him educate, the farmer to be a successful tractor operator.

WOULD YOU LIKE TO BE A HART-PARRTNER?
WRITE TO-DAY FOR OUR PROPOSITION

HART-PARR COMPANY

Founders of the Tractor Industry

371 Lawler Street Charles City, Iowa

How Hart-Parr Helps Dealers

A thoroughly successful tractor at a moderate price, built in two sizes—two-plow and three-plow.

A tractor educational service for dealer and farmer.

National Advertising Campaign in farm papers and a fifty per cent rebate on the dealer's local newspaper advertising.

Sufficient territory to enable the dealer to get volume of sales.

Liberal discounts,

Personal help from our field men in sales and service.

All backed by twenty years' experience in building and marketing tractors.

Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.

THREE 30 PLOW — POWERFUL STURDY KEROSENE TRACTORS — HART-PARR — FOUNDERS OF TRACTOR INDUSTRY — TWO 20 PLOW

The experience of building 70,000 motor trucks is behind the

Canadian Made

RUGGLES TRUCKS

Frank W. Ruggles and the corps of engineers and designers associated with him in this Canadian enterprise have built and sold more than 70,000 Motor Trucks during the past seven years

STANDARD UNITS

Continental Red Seal Motors
Clark Internal Gear Rear Axles
Brown-Lipe Transmissions
Stromberg Carburetors
American Bosch Magnetos
Extra Heavy Hydraulic
Pressed Steel Frames

STANDARD MODELS

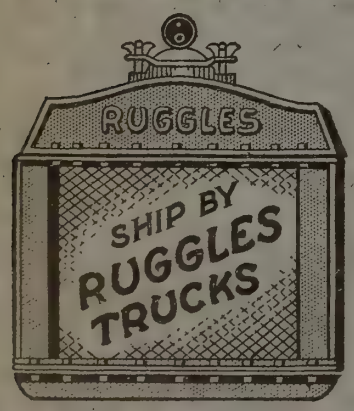
RUGGLES Model 3, 1½ Ton, Chassis, Seat and Solid Tires - - $2,845

RUGGLES Model 4, 2½ Ton, Chassis, Seat and Solid Tires - - $3,695

RUGGLES Model 5, 3½ Ton, Chassis, Seat and Solid Tires - - $4,875

F. O. B. LONDON, ONT.

RUGGLES 1 Ton Rapid Delivery



MADE IN CANADA

$2,300

F.O.B. LONDON, ONT.

equipped with standard express body, canopy top, pneumatic cord tires, electric lights, electric starter and horn, full length running boards and rear mud guards

"There's a RUGGLES for every purpose"

Address Correspondence to Department 7

RUGGLES MOTOR TRUCK COMPANY, LIMITED, LONDON, CANADA

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 5 WINNIPEG, CANADA, MAY, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

Live Stock for Prince's Ranch

No stock is too good for his Alberta ranch, according to the Prince of Wales, who has been sending over Dartmoor ponies, thoroughbred colts and fillies, and Suffolk chickens.
The Prince's enthusiasm will make other ranchers keen to have equally fine stock.
Our managers will be glad to discuss your farm financing with you.

As the pioneer Bank of Western Canada we are bankers for the United Grain Growers, the United Farmers of Alberta and the Saskatchewan Co-Operative Elevator Company.

UNION BANK OF CANADA

Head Office : : WINNIPEG 456

Reduce Your Fire Insurance Overhead by 50%

Our Hardware Companies have returned 50% of the premium paid (based on board rates) to United States Hardware and Implement policy holders since 1908.

The Canadian Hardware and Implement Underwriters

C. L. CLARK, MANAGER

802 Confederation Life Bldg., Winnipeg
(Operating in Alberta, Saskatchewan, Manitoba and Ontario)

PROVINCIAL AGENTS WILL CALL AT YOUR REQUEST.

INSURANCE IN FORCE	OVER $274,000,000.00
NET CASH SURPLUS	OVER $ 1,900,000.00
DEPOSITED WITH DOMINION OF CANADA	$ 150,000.00

REFERENCE: BANK OF MONTREAL, WINNIPEG

The Wagon Loaded

Important to Dealers!

The John Watson M'f'g Co. are now sole manufacturers and sales agents of the famous line of

LLOYD'S LOW-DOWN SPIRAL SPRING WAGON SEATS

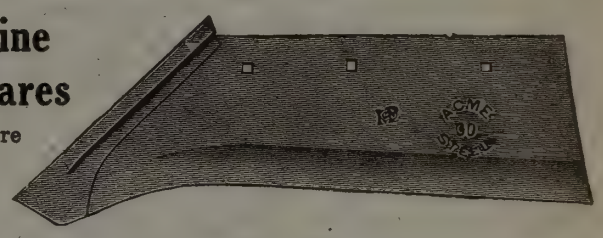
DISPLAY THEM AND THEY'RE SOLD!

Known everywhere as the lightest, strongest and most practical wagon seats made. The only standardized seat; suits any wagon. Takes up no box space; low-set; protects driver from wind and gives full control over team. Carry 600 lbs. with ease. Order your wagons less seats and supply the Lloyds. Get a stock. Every seat sold sells a dozen.

THEY FIT ANY WAGON OR SLEIGH BOX!

Going Home

Genuine Moline "ACME" Shares



The original soft centre share. Give perfect wear. Order your stock now.

Repairs for "Monitor" Drills, Moline Plows and Moline Disk Harrows—Mandt Wagons and Farm Trucks—National and Mandt Manure Spreaders—Moline Engine Gangs—Adriance Binders, Mowers and Rakes.

Also Repairs For
Janesville Plows,
Disc Harrows, etc.

John Watson Mfg. Co. LIMITED

SEND US YOUR REPAIR ORDERS 311 CHAMBERS ST., WINNIPEG, Man.

Ronald-Smith Cultivators

The Best Cultivator on this Continent

IT GIVES UNIFORM CULTIVATION—This means a better seed bed.
IT WILL NOT CLOG—Just think of it.
IT HAS A SHEAR THAT WILL DO THE WORK—And a little more.
It has a frog to support the shear wing with quantity and quality of material that enables us to guarantee that it will stand up to the work you put it at and do that work with ease.

Agencies open for this machine—Write before it is too late.

Western Implements Limited
6TH AVE. & SCARTH ST. - - - REGINA, SASK.

THE REPORT FOR 1920

of The Great-West Life Assurance Company is now in print, and will be mailed to any interested person on request.
It records a year of remarkable success—success founded upon twenty-eight years of remarkable

RESULTS TO POLICYHOLDERS

Over $256,850,000 of Insurance is now held in force by

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P. 16"

Head Office : : WINNIPEG

Quick Sales and Repeat Orders

IMPERIAL LUBRICANTS pay you big profits. They sell quickly because they are known to nearly every farmer in the Dominion. And they bring repeat orders because they do give such good satisfaction.

The farm market—with so many machines requiring lubrication—is almost unlimited. Farmers rely on your judgment and turn to you with confidence when buying lubricants. They know you will only supply them with the best to assure satisfaction from the implements you sell.

The Imperial Lubricant line is the most complete on the market. It includes a special grade for every machine used on the farm. Farmers who use the right grade rarely have lubrication trouble, and are able to keep operating costs down to a minimum. All this adds to the prestige of the dealer who sells Imperial Lubricants.

Imperial Lubricants are advertised in all leading farm papers year in and year out. Tie up to this advertising. Make your store "Headquarters for Lubrication." The Imperial Oil salesman will gladly furnish details regarding our profitable dealer agreement.

IMPERIAL

Lubricants

FOR ALL FARM PURPOSES

IMPERIAL POLARINE OIL
IMPERIAL POLARINE OIL HEAVY
For gasoline-burning engines—automobiles, tractors and trucks.

IMPERIAL POLARINE "A"
For motors requiring an unusually heavy oil.

IMPERIAL POLARINE KEROSENE TRACTOR OIL
IMPERIAL POLARINE KEROSENE TRACTOR OIL EXTRA HEAVY
For kerosene-burning stationary engines and tractors.

IMPERIAL PRAIRIE HARVESTER OIL
IMPERIAL GRANITE HARVESTER OIL
For open bearings of separators, binders, etc.

IMPERIAL CAPITOL CYLINDER OIL
For steam cylinder lubrication—tractors and stationary engines.

IMPERIAL GAS ENGINE OIL
For stationary or portable engines using kerosene or gasoline.

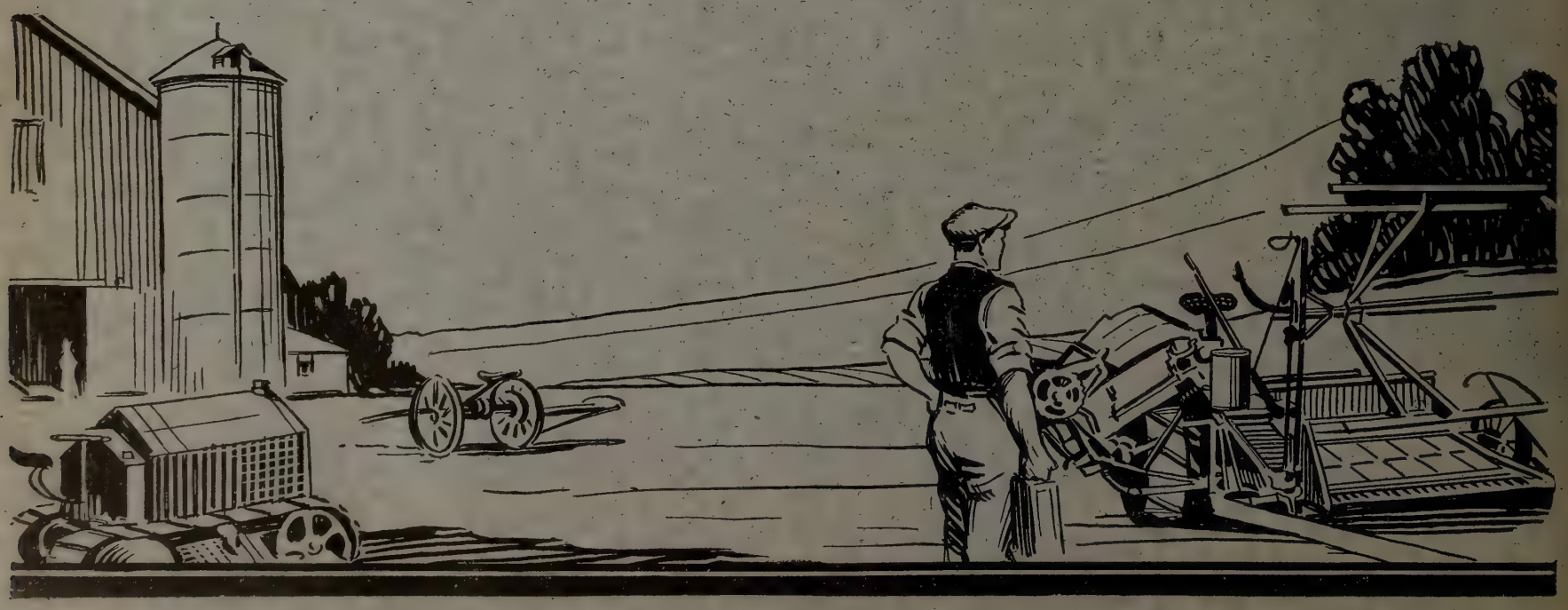
IMPERIAL POLARINE CUP GREASE
IMPERIAL THRESHER HARD OIL
For grease cup lubrication—clean, solidified oils.

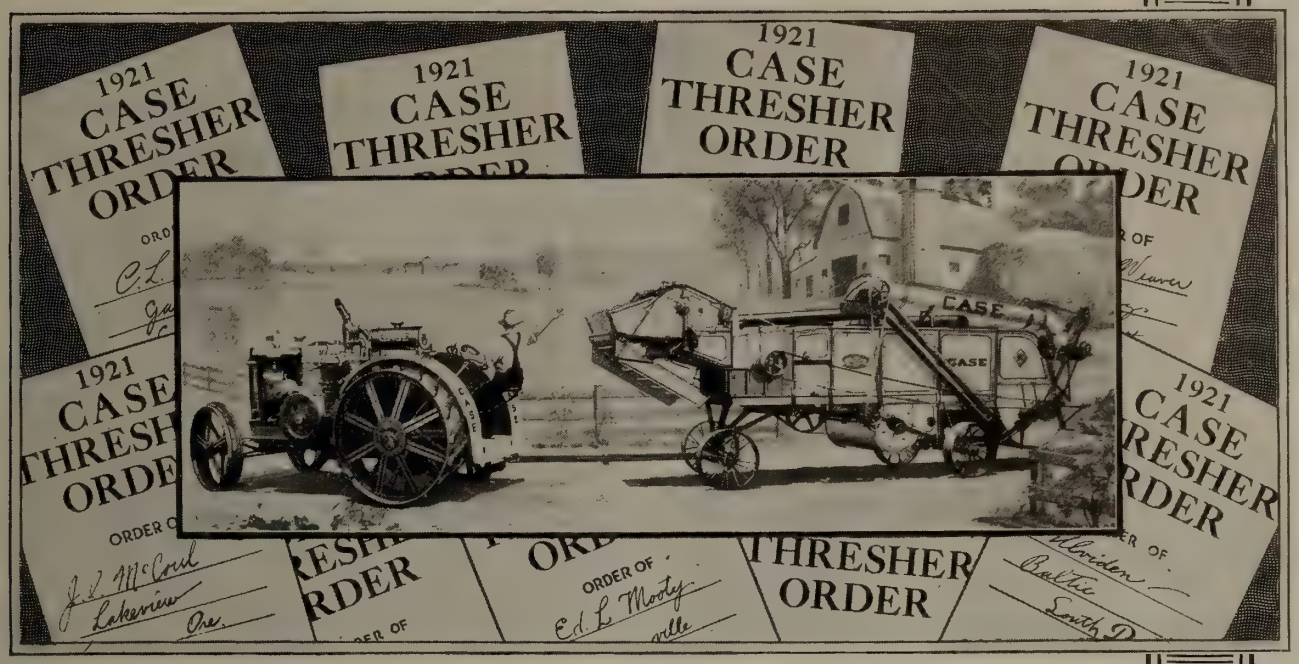
The IMPERIAL CHARTS OF RECOMMENDATIONS indicate exactly what grade of IMPERIAL POLARINE will give best results from any type of tractor or automobile. Dealers should display them prominently. Write to 56 Church Street, Toronto, for charts.

IMPERIAL OIL LIMITED

Power--Heat--Light--Lubrication

BRANCHES IN ALL CITIES





Tractor Owners Mean Thresher Orders

Case Kerosene and Steam Threshing Outfits

20 x 28, 9-bar Cyl. Thresher and Case 10-18 Kero. Tractor

22 x 36, 12-bar Cyl. Thresher and Case 15-27 Kero. Tractor

26 x 46, 12-bar Cyl. Thresher and Case 15-27 or 22-40 Tractor

28 x 50, 20-bar Cyl. Thresher and Case 22-40 Kerosene or 40 H. P. Steam Tractor

32 x 54, 20-bar Cyl. Thresher and Case 22-40 Kerosene or 50 H. P. Steam Tractor

36 x 58, 20-bar Cyl. Thresher and 65 H. P. Case Steam Tractor

40 x 62, 20-bar Cyl. Thresher and 80 H. P. Case Steam Tractor

EVERY farmer in your territory who owns a tractor—it makes no difference what make, type or size—is a prospective *Case Thresher* owner. Did you ever stop to look at it that way?

The seven sizes of *Case Steel-built, Galvanized Threshers* offer Case dealers an unexcelled opportunity to capitalize on practically all tractor power that is not already employed in threshing operations.

An idle tractor represents dead capital. Show the tractor owners in your locality how to keep their tractor-invested capital active, thereby earning for them the greatest possible returns on their investments. Bring to their attention the fact that you can furnish a thresher of proved worth, in the right size to fit any tractor with a belt power rating of 16 H. P. or over.

On the other hand, don't overlook opportunities to sell *complete Case Threshing Outfits.* In almost every farm community where grain, beans and peas are grown you will find there is need for a *Case* rig—both thresher and tractor—either to replace some worn-out rig, or to increase the available threshing equipment of the community for saving the annual crop.

Make a personal canvass of your territory, if possible, and send us the names and addresses of *all tractor owners* and other thresher prospects so that we can co-operate with you in interesting these farmers in *Case Machines.*

J. I. Case Threshing Machine Company
Dept. E216 Racine, Wisconsin

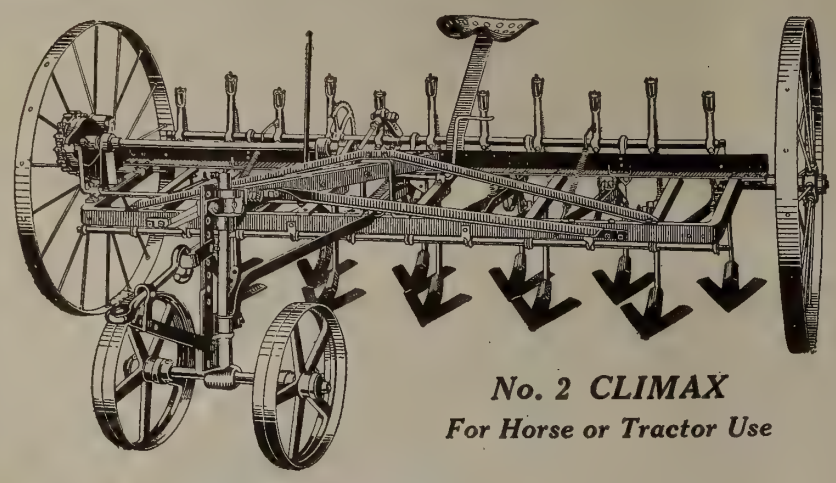
CASE

TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES.

THRESHING MACHINES

Factory Branches
Alta., Calgary—Edmonton
Sask., Regina—Saskatoon
Man., Winnipeg—Brandon
Ont., Toronto

Factory Branches
Alta., Calgary—Edmonton
Sask., Regina—Saskatoon
Man., Winnipeg—Brandon
Ont., Toronto



No. 2 CLIMAX
For Horse or Tractor Use

Power Lift
"CLIMAX" Cultivators

The Most Effective of Weed Destroyers

FARMERS realize that one of the best assurances of maximum crops lies in proper soil cultivation. With the "Climax" they can keep their land in good tilth and eradicate the weeds that otherwise would rob it of moisture and nutriment.

BEST FOR SUMMER FALLOWING

On summer fallow the "Climax" has no equal. Its wide overlap of teeth, backed up by its rugged strength and efficient design, keeps the land black. It is giving splendid service on thousands of farms and is very popular.

The automatic power lift works by a pull of a cord—raises and lowers the points as desired. Handy adjustments vary the depth of cut. Strong safety springs save breakage of teeth. A size to suit every requirement.

WRITE OUR NEAREST BRANCH FOR FULL PARTICULARS AND SUPPLIES OF LITERATURE

Cockshutt Plow Company, Limited

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

SAWYER-MASSEY CO.

Tractors: Threshers: Road Machinery

WHAT IT MEANS TO BE A SAWYER-MASSEY DEALER

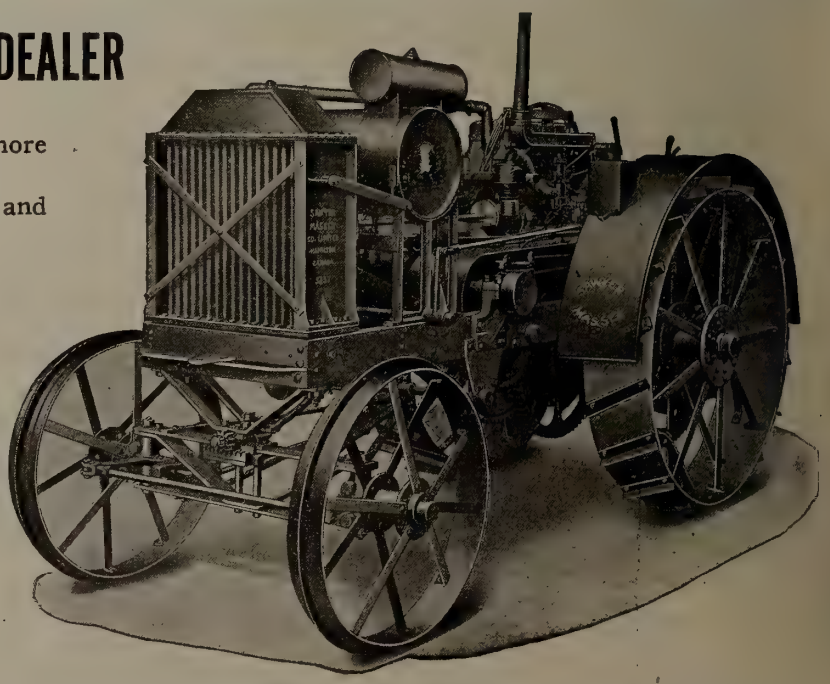
It always pays to be associated with a leader.

The direction of thought among observing dealers to-day is more strongly towards the SAWYER-MASSEY Line than ever before.

SAWYER-MASSEY has proved that only the finest Engineering and Materials will stand up under the strain of farm work.

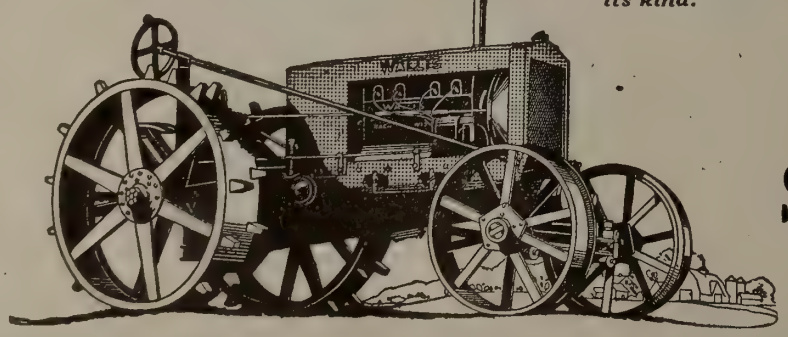
The SAWYER-MASSEY Line gets its power and durability from quality and precise workmanship.

In selling the SAWYER-MASSEY Line you sell Tractors and Threshers that have been classed "CANADA'S PREMIER LINE."



WALLIS TRACTORS

In selling the SAWYER-MASSEY Line you gain prestige as a man who represents the finest of its kind.



Sawyer-Massey Company Limited

Head Office and Factories: Hamilton, Ont.

WINNIPEG REGINA SASKATOON
CALGARY EDMONTON

CANADIAN FARM IMPLEMENTS

Vol. XVII., No. 5 WINNIPEG, CANADA, MAY, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year. $1.00 / Per Copy. 10c

The Evolution of Farm Implements in Relation to the Development of Saskatchewan Agriculture

An Address to the Agricultural Conference, University of Sask., by R. H. Potter, Mgr., International Harvester Co., Saskatoon

Farm products won the war. Thirty million soldiers had to be fed. Farmers were, therefore, the first exempted. Implement manufacturers and distributors came second. This is an illustration of the relative importance attached to the two industries by the different governments. Let us consider where Saskatchewan history plays an important part in agricultural development, and what has been accomplished by the implement industry to assist that development.

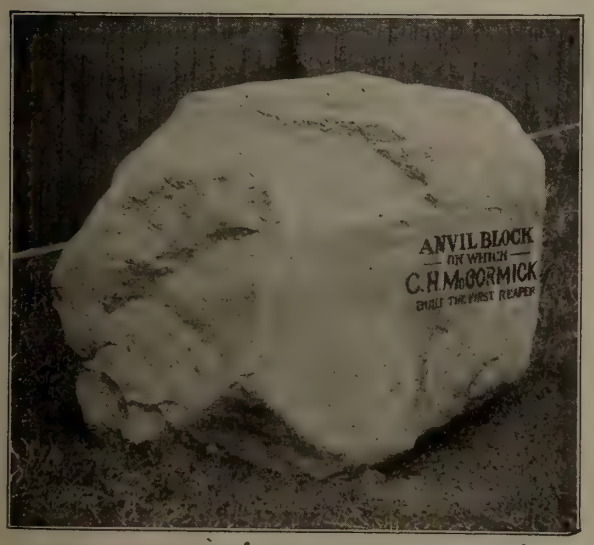
What a pathetic picture it would be to-day to see a Saskatchewan farmer start down a mile stretch of No. 1 wheat with a cradle, and the hired men following him with a hand rake. That could not be possible, as there would be no mile stretches of wheat. The self binder has made that possible, and so common that it creates no comment, though in fact it is really marvellous.

The history of wheat raising covers the past fifty centuries. During the first forty-nine centuries the industry was practically dormant. The development in wheat raising is confined principally to the last century, and the greater part of it to the latter half of that.

History does not show the origin of wheat, but whatever it was, finally domesticated, it has become the staple food of the world. During the first forty-nine centuries of its existence it required ninety-seven per cent of the people of the world to be engaged in agriculture to raise wheat enough to feed themselves and the other three per cent. A man who could then afford bread could afford anything. The reaper has done more to produce cheap bread and create food than any other implement.

The Coming of the Reaper

The first successful reaper known was built in a little blacksmith shop in Virginia where a large stone was used for an anvil. It was naturally a very crude looking object, and it was not until ten years later that there was any sale for reapers. This reaper, built in 1831, actually worked in the field, and was the first one that ever had.



Original Anvil Block Used by McCormick

Between 1831 and 1847 several men started building reapers in a small way, but it is a very significant fact that the first two regular reaper factories were built in Canada and the United States the same year—1847—the McCormick factory in Chicago; the Massey factory in New Castle, Ontario. These men both sturdy farmers, were gifted with more than ordinary foresight and ingenuity. Closely following the development of Massey machines, the Harris machines were built in Canada, and about 1850 Marsh Brothers, Illinois, had a reaper in use at that time which had to be followed by men, binding the grain. They conceived the idea that if a platform was built on the machine, men could spend their entire time binding and save the time walking between bundles. They sold the idea to a man by name of Gammon, who was a Methodist preacher with a weak throat, and who turned his attention to manufacturing. The latter was handicapped for capital, and about that time William Deering, who was a hard fisted business man in the dry goods business, came in to Gammon's office and wanted to invest $40,000 in real estate. Gammon, with his remaining throat qualities, persuaded Mr. Deering to invest his money in the reaper business. A year passed and the business showed profits. After that the battle opened between McCormick, Massey, Deering, Harris, and many others, and with all these people building reapers it made possible the rapid expansion of the West and all of the wheat growing of the West and all of the world.

It was not until 1851 that the sale of reapers amounted to anything, and up to that time wheat raising on this continent was confined principally to the Central and Eastern States and Eastern Canada.

Raising more wheat created other necessities, one being the threshing machine, which, up to that point, had been as crude as the early methods of harvesting, threshing still being done in many places with flails, or having the grain tramped out by cattle or men. With the advent of the threshers came the self binder, which was originally a wire binder. This prevented the straw being used as food for stock. Then followed the development of the twine binder, of which Appleby was the original inventor, and whose knotter is still in use in somewhat simplified form. Farming operations were expanding all over the world, making necessary more advanced steps in the evolution of farm implements.

William Deering was the pioneer of the twine binder. He took over the Appleby knotter, and staked everything he had in the world on this machine and in this received the ridicule of all his competitors, but with that tenacity of purpose that has always characterized leaders of the industrial world the taunts of his competitors made no difference.

The development of the twine binder made necessary extensive experiments with different fibres, and after many heavy expenditures and years of experiments, practically all other fibres have been discarded, except sisal and manila fibres, each working satisfactorily separately or mixed.

What a Harvest Can Buy

One harvest in the U.S. and Canada would, before the war, have bought the kingdom of Belgium, king and all; two would buy Italy; three would buy Austria-Hungary; and five, at a spot cash price, would have bought Russia from the Czar. How it would amaze Christopher Columbus to-day if he knew that the total revenue of Spain and Portugal is not equal to the earnings of the hens on the continent he discovered.

As Regards Saskatchewan

In 1879 the Harris company opened the first distributing house in Winnipeg. Machines could then be freighted as far West as what is now Qu'Appelle, on the C.P.R., and the next year machines were freighted overland to Prince Albert, over 300 miles. In 1884 the first Canadian made binder, a Harris machine, was used near Edmonton. This is the first binder of which we have record, working West of the Great Lakes. Soon after this several other implement wholesale and distributing houses were opened west of Winnipeg. In that year one was opened in Regina. In the year 1898 approximately 100 binders were sold in what is now the Province of Saskatchewan, and approximately 30 of those were sold in the northern half of the province. That was only 23 years ago, at which time the population of Saskatoon was less than 50 people.

Rapid railroad development brought some people nearer markets, and with the necessary machinery available crop acreages doubled and redoubled, until in 1920 approximately 10,000 binders were sold in Saskatchewan, and 4,500 were sold in the northern half of the present cultivated portion. Trade on all kinds of implements increased accordingly. The output of breaking plows, mowers, rakes and wagons was enormous, but not greater than the acreage of land put under cultivation by the courageous pioneers who came from everywhere to make homes, and in very numerous instances fortunes in the province.

Production Was Increased

Implement manufacturers, seeing the ever increasing demand for their products, were forced to greatly increase their factories, and also to establish new and extensive experimental departments, as it was soon discovered that plows, drills, and many other implements that worked satisfactorily in other soils, would not work as well in Western Canada.

R. H. Potter, Saskatoon Branch, I.H.C.

Even binders, after fifty years of most careful manufacture, are not finished. Farmers are continually seeking for certain added improvements, which sometimes take years to perfect. A suggested improvement is worked out during the winter in the factory, then the machine is probably sent to Texas, to work through the harvest in Texas, Kansas, Illinois, Dakota and Saskatchewan, until all the weaknesses are eliminated before the machine, with this added improvement, is considered ready for the market.

Often an improvement in itself is simple, but to build it into a machine without interfering with other working parts that time has proven to be just right, is a very difficult task. It requires a large force of inventive genius, working continually from harvest to harvest, figuring out and figuring into the machines the things which the users suggest would make machines more efficient and economical.

The rapid opening of these oceans of prairies created a demand for something that would plow faster. The old faithful ox met his Waterloo. Even the noble horse was found to be short of the power required. Some farmers who had steam tractors, designed for threshing only, hitched several horse gangs behind them, and in that way started the demand for redesigned steam tractors, and soon redesigned gas tractors.

Tractor Development

Tractors that were marketed ten years ago would not be serviceable at all to-day, but they played their part in the big scheme of development. Back in the years 1910, 1911 and 1912, tractor plowing demonstrations were held in Winnipeg. We have to thank those demonstrations, and chiefly the judges, for assisting the manufacturers to eliminate many of the weaknesses and imperfections of tractors and caused them

to be put back through another year or two of experimental work before they were considered ready for the market.

The large farmer with several sections of land searched the country for a large tractor. Few could find them large enough. From the large farmer the demand spread to the smaller farmer and to the homesteader. No one can blame them for wanting to keep pace with their big neighbor, who could afford to hire an experienced operator. Imagine a 50 or 60 h.p. tractor, manned by an experienced operator, coming down one side of the road allowance and you coming down the other side with oxen pulling one plow, and plowing one acre to the other fellow's fifteen or twenty. Wouldn't you begin to measure the efficiency of your equipment and his? Or even if you had horses, and your horses' ability to work eight or ten hours, and his twelve to eighteen. No one could blame the average man for wanting a big tractor, when he could see the springtime slipping past and only a small part of his farm ready for crop.

The Days of Long Credit

Then started the reckless and extravagant extension of credit. That was the salesman's psychological opportunity. It took very little argument to help these men to decide that they wanted a tractor, but the styles then available were not as suitable for their needs as they are to-day. Credit? Yes, absolutely necessary to develop a new country. Without credit we would not be here. It was, and is, the pioneer's greatest asset. The homesteader, with a yoke of oxen, breaking plow, a tent and a few months' grubstake, pair of cowhide boots and overalls, was really worthy of credit to several times his actual worth, because those men came here to build homes for themselves and families, and not to swindle anyone, and in many cases they paid nothing on their implements for two or three years, working their way through as best they could, and often nothing was paid until they secured the patent to their homestead. It is remarkable how many of these men actually made good. Many bought tractors before they should. It is estimated that less than 15 per cent actually failed in their undertaking without tractors, and not to exceed 25 per cent of those who bought tractors actually failed as a result, which is a small average for any pioneer country with any kind of equipment.

Credit Extension Helped

We were checked up on our credit extension by the Saskatchewan government, and, after an extensive investigation, we were found guilty of over-extension of credit rather than of rigid and oppressive collection methods, but the soundness of the credit policy is emphatically declared by the following results:

"Fifteen years ago only 25 per cent of the implements purchased were on a cash basis, and in the year 1920, 75 per cent of the purchases were for cash. Sixty-five per cent of the notes taken matured during the current year. It is well known that the greater percentage of notes taken last year were not paid, but we have no fear as to the final outcome."

This, we believe, speaks volumes for the opportunities offered from a credit standpoint and for the aggressiveness and determination of the early settlers to enable those miraculous developments to take place.

Repair Service Invaluable

Another very important service the implement companies are able to offer is that of repair service. Good repair service has had a great deal to do toward adding to the efficiency and economy of implements. No matter how well made or how well tested machines are, they will wear out and break down, and in answer to a telephone call, to send the repair and a service man if necessary, on the first train, is one of the most common features in this business.

All of these things have made possible the most rapid development that history records: that of Saskatchewan.

Grain Production Came West

In 1870 the census showed that Ontario was producing 85 per cent of the wheat, oats and barley; Quebec 12 per cent and Maritime Provinces 2½ per cent, leaving only ½ per cent for the whole of Western Canada. In 1880 Manitoba came in with 3 per cent. In 1890 Ontario produced 50 5-10 per cent of the three grains, Manitoba 38 per cent and the North-west was on the board with 4 per cent. In the following decade Ontario held its own; Manitoba reduced slightly, but the North-west had advanced to 8 per cent. In 1910 grain production had gone largely to the West; Ontario then had but 15 per cent, Manitoba had fallen to 25 per cent and Saskatchewan having risen to 51 per cent, and that year Alberta appeared for the first time in the census grain figures, showing 7 per cent of the yield. In 1917 Saskatchewan produced 56 per cent of the Dominion's wheat, barley and oats; Alberta 20 per cent, Manitoba 16 5-10 per cent, and Ontario only 5 per cent, with Ontario producing more bushels of grain than in 1870. Surely Western Canada, and especially Saskatchewan, is rightly called "The Bread Basket of the World"—with the total population of Canada less than that of the cities of New York, Chicago and Philadelphia.

What Canada Raises

Canada has half of 1% of the population of the world.
Canada raises 18% of its oats.
Canada raises 15% of its potatoes.
Canada raises 11½% of its wheat.
Canada raises 11% of its barley.
Based on world's population, Canada raises more than the average.
36 times as many oats per capita.
30 times as many potatoes per capita.
23 times as much wheat per capita.
22 times as much barley per capita.

Canada possibly raises more per capita than any country in the world, and with Saskatchewan raising 56 per cent of the total wheat of the Dominion, is it any wonder we are proud of the start Saskatchewan farmers have made?

What Development Brought Us

Agricultural development and agricultural implement development have gone hand in hand from the very beginning. This has brought us railroads, then schools, churches, colleges, universities, rural telephones, rural mail deliveries, numerous towns and cities, markets, etc., and numerous community interests following in the wake of progressive agriculture. We can incorporate very profitably in our schools the importance and dignity of intelligent agriculture, and its marvellous possibilities. We can turn the minds of the children toward the farm rather than toward the city, and create a love for growing things—plants, grains, animals, etc., which are nature's own repository for health, wealth and happiness, and finally teach them to build up a reserve in the farming business from the results of the good years to help them over the lean years.

The farmer has made practically a flying start from the use of the hoe and spade to the modern plow and tractors; has jumped from the ox-cart to the motor-car, and in many places is now living in modern homes, surrounded by every convenience, the greater part of which is a direct result of harvesting made easy.

In this province we have many who have won numerous world's prizes for wheat, proving that we have rich soil, and plenty of it, still calling for the plow. We have the sturdy pioneers who have demonstrated what can be done and who are the direct cause of these things being here. There is room for millions more people, and it is going to strain the powers of the implement industries to keep pace with the development that is sure to follow.

What of the future? Neither farmers nor implement men have finished their work. When the active men of today have retired from the race, having earned a few years of ease and a wealth of experience, their places will be filled by a new generation of farmers and implement men who will carry on the work.

Soil conditions will be studied more carefully; tree planting will be as general as potato planting; corn and strawberries will be as generally raised as oats and cabbage; tame hay will replace prairie wool; the farmer's wife will start her electric washer in the basement, electric range in the kitchen, then go upstairs and make the bed—no machine having yet been invented to do that work.

This is certainly an age of experiments, developments, and specialists. The farmer will continue to experiment with his soil and develop its productivity. The implement manufacturer will continue to experiment with and develop machinery in an effort to keep pace with the farmer. The agricultural and implement industries are, in fact, partners in the enormous business of world development.

Lining up the Local Demand for Repairs

Once again we have that season of the year with us in which the old subject of machinery repairs crops up, and the best way of dealing with it. We all know that the average farmer does not bother about his machinery until the time comes around for him to use it; and looking it over two or three days before putting it into action he finds a part missing or broken. He immediately sends to town for the part, expecting the implement dealer to have the same on hand and will very likely raise quite a bit of dust if it is not so. The dealer will, in turn, expect prompt delivery of the repair from the jobber or distributor of the line, forgetting that his order is only one in hundreds that have been sent in at the last minute under similar circumstances.

Needless to say, the distributing house gets so badly tied up that it will be days before they can fill all orders. A machine falling down in the field is quite a different matter, however, as this cannot be foretold, but when we think of the thousands of cases in which repairs might have been ordered, received and adjusted long before the time came for the operation of the machine, we can't help but think that the supply system could be very much improved upon.

Something might be said in the case of the farmer. Suppose he knows that there is a part of his threshing machine to be replaced before he can use it in the threshing season. He does not say anything to the dealer about it but puts the matter off—hesitates about going to the expense of repairing the thresher. This case is quite common, but more common than this is the case of the farmer who knows that repairs are necessary on plows, drills, seeders, etc., implements which are bound to be called into service each year, and who keeps putting off the order day after day until he has to get them in the field.

It is up to the dealer to do all in his power to remedy this state of affairs. Get to work ahead of the season by advertising in the local paper; telephone each one of your customers when possible, or have a circular letter printed and distributed so that the farmers will have the fact brought home to them that for their good they should check up their machinery and send in a list of the repairs they will require.

The dealer could then forward this list of repair requirements for his district to his distributing house in the way of a standing order. This will give the local distributor time to stock up in these repairs if necessary, and have them ready for shipping the moment the dealer requires them. In this way a great number of the trials and tribulations of repair work may be passed over quite serenely. It is the same way with haying and harvesting machinery. The dealer should get after customers in the early spring months, find out what they are going to require in the way of repairs.

In repair delay an ounce of prevention is worth a ton of cure. Foresight is necessary on the part of the farmer, and the dealer should keep after him to make him exercise that faculty. Last minute rush orders mean delay. This is not the dealer's fault, but he can remedy the situation by keeping the importance of early repair orders before his customers. Co-operation in repair business is essential—co-operation between farmer, dealer and distributor.

Business conditions make it evident that 1921 will be a year when the trade will have a heavy demand for repairs. Facilitate delivery wherever possible by going after this business. The prestige of giving good repair service is no small factor in connection with a retail implement store.

U.S. Steel Prices are Lower

The United States Steel Corporation announces a reduction in prices on steel bars, billets, slabs, plates, wire rod and other products. The reductions vary from $1.50 to $9 per ton. Steel bars, used largely in the manufacture of farm equipment, have been quoted at $2.35 per 100 pounds. The new price is $2.10, a reduction of about 10½ per cent. However, steel bars have been quoted during the past month by independents as low as $2.

A Message to the Small-Town Dealer

The town of Perth, North Dakota, has so few inhabitants that map makers usually overlook it entirely.

Yet in a place so small as this there are big opportunities for the man who represents the Advance-Rumely line.

A. C. Currie, a Perth man who knows good machinery when he sees it, decided a few years ago that a product which possessed the OilPull tractor standard of quality and economy could be successfully sold even in so tiny a place.

He secured the Advance-Rumely contract in 1910. Last year he did a $100,000 volume business.

Possibly you have often thought your community was too small to develop a highly profitable tractor business. Let the story of Currie of Perth set you straight.

Rumely OilPull quality is quickly recognized wherever it is seen. Introduce it into your community this year and within a few seasons its splendid field performance will make it the most sought tractor in your town. We can cite hundreds of instances of this kind.

Rugged strength, great reserve power, unequaled endurance, and a degree of economy that no other tractor has ever attained quickly establish the OilPull as the best tractor "buy"—bar none. Its better value is easily apparent—its many, strong features help it to sell itself.

And the great virtue of the OilPull, from the dealer's position, is that not only is its introduction certain to be followed by a heavy demand, but that its staunch, dependable construction is an assurance of little need for service. An OilPull owner is a lifetime OilPull friend.

Think of Currie of Perth—and the opportunity that may be lying in your locality to be realized only by an Advance-Rumley contract. Mail this advertisement with your name and address—complete particulars will be sent you immediately.

RUMELY OILPULL TRACTOR LA PORTE IND.

ADVANCE-RUMLEY THRESHER COMPANY, *Inc.*, LaPorte, Ind.

Calgary, Alta. Regina, Sask.
Saskatoon, Sask. Winnipeg, Man.
48 Abell Street, Toronto, Ont.

ADVANCE-RUMELY

The Importance of Correct Speed for Cream Separators

Butterfat is worth more as food for human beings than for hogs or calves. Yet to-day many farmers are feeding it to these animals along with the skimmed milk. Do they know it? In many cases they do not. The dealer can, however, show the farmer in dollars and cents that he is losing money. How?

One of the most important ways in which loss can be traced is to watch the speed of the cream separator. Is it uniform? Is the machine always turned at the same speed as recommended by the manufacturer.

Too many men guess at the right speed and they seldom guess right. It is a good rule never to guess at anything when it is possible to know. Any dealer by investigation, can find variations all the way from 25 to 75 revolutions per minute in the operation of machines driven by guess. At neither of these extremes would the operator believe he was wrong, until he has been made to count the number of revolutions by a watch.

The common error in turning the separator is too low a speed. This means a loss of butterfat, varying from 1 to 2 per cent to as high as 30 to 40 per cent. It is practically impossible to operate a cream separator at the correct speed by hand day after day. It can be done more nearly accurately than ordinarily if the operator will time himself frequently or use a speed indicator. But even the speed cannot be kept nearly as uniform as is the case if the separator is driven by a gas engine or an electric motor.

The speed at which the crank is turned depends largely upon the mental and physical condition of the operator. If he comes in tired at night he is almost certain to turn the crank slower than in the morning when fresh and energetic.

Again, where different people are operating a separator, no two of them will turn it alike. It is, therefore, impossible to get uniformity of speed unless each one makes a special effort to turn it at the correct speed, which will require frequent counting or the use of a speed indicator. Even then this method is not reliable. One of the best ways of getting the correct speed at all times is with a gas engine.

Several of the agricultural experiment stations have carried on tests to show the enormous losses to farmers of not having their cream separators speeded correctly.

The speed of the revolving bowl produces the force (centrifugal force), which expels the skimmed milk from the bowl. The greater the speed, the greater the centrifugal force; and the more rapidly will the skimmed milk leave the bowl. An increase in the speed, therefore, increases the capacity of the skimmed milk outlet. This means less milk for the cream outlet and, consequently, richer cream. A decrease in the speed lessens the capacity of the skimmed milk outlet, and more milk has to be discharged through the cream outlet. The cream, therefore, is thinner.

In one series of tests, a separator was so adjusted that, when operated at a normal speed of 55 to 60 turns of the crank per minute, it delivered 90 pounds of skimmed milk and 10 pounds of cream. When the speed was decreased to 25 turns of the crank per minute, the separator delivered 81 pounds of skimmed milk and 19 pounds of cream. The speed was then raised to 75 revolutions per minute and the separator gave 93 pounds of skimmed milk and only 7 pounds of cream.

The effects of these variations in speed on the richness of the cream was marked. The results show that with the separator turned at high speed it gives rich cream, and that low speed operation gives thin cream. The normal speed tested 44 per cent fat, at low speed 11 per cent fat, and at high speed 63 per cent fat. The low test of cream from the low speed separator is due in part to a large amount of fat (about one-half of the fat of the milk) being lost in the skimmed milk.

The speed at which the separator runs also affects the amount of cream produced—the lower the speed the more cream. This increase in the amount of cream, however, is more than offset by the reduction in its richness and fails to fully make up for the low test. The total amount of butterfat in the cream, therefore, is much less in the case of low speed separation than where the separator is run at the proper speed.

One experiment station obtained data which shows the possible yearly loss of butterfat in the skimmed milk from one cow, where the separator is incorrectly speeded. This data is as follows:

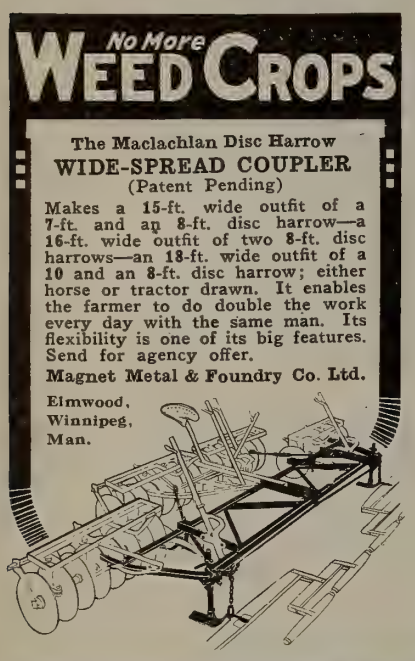
Separator Run	Pounds Lost in Butterfat
Ten turns too high	2.21
Normal speed	2.21
Ten turns too slow	9.18
Twenty turns too slow	16.06

These figures show that the higher speed does not increase the loss of butterfat nearly as much as the lower speed. Calculate the money loss of the butterfat by figuring at present prices, and it is evident that correct speed is an important factor in the operation of the cream separator.

Horsfield, Massey-Harris Manager at Yorkton

The Massey-Harris Company announces the appointment of W. Horsfield to the position of manager of the Yorkton branch, made vacant by the recent death of Mr. Macpherson. This appointment is exceptionally popular in Yorkton and district where Mr. Horsfield has won the goodwill and esteem of all with whom he has been associated.

Mr. Horsfield entered the employ of the Massey-Harris Co. at Winnipeg in 1907 and has held the position of office manager of the Yorkton branch since 1913. The wide experience gained in this capacity under the late Mr. Henning and Mr. J. A. Graham well fit him for the position he has been selected to fill, and that he will make a success of it is a foregone conclusion. He enters upon his new duties with the assurance of the utmost support and co-operation of the staff.


No More
WEED CROPS
The Maclachlan Disc Harrow
WIDE-SPREAD COUPLER
(Patent Pending)
Makes a 15-ft. wide outfit of a 7-ft. and an 8-ft. disc harrow—a 16-ft. wide outfit of two 8-ft. disc harrows—an 18-ft. wide outfit of a 10 and an 8-ft. disc harrow; either horse or tractor drawn. It enables the farmer to do double the work every day with the same man. Its flexibility is one of its big features. Send for agency offer.
Magnet Metal & Foundry Co. Ltd.
Elmwood,
Winnipeg,
Man.

Oh, the satisfaction there is in selling the
VIKING
Viking" Separator
because of its wonderful skimming qualities, which is due to its marvelous "straight disc" bowl. Every "Viking" is guaranteed to skim to 3/100 of 1% OR BETTER. This is why "Viking" owners are the greatest "Viking" boosters. And all housewives praise it because the "straight disc" bowl is washed as one piece, thus saving them time and annoyance. Send for our new dealer proposition and catalog No. 165.
Swedish Separator Company
William and McPhillips St.
Winnipeg, Can.
"Viking"
STRAIGHT DISC

PUMPS
AND
Clothes Reels
Made in the best equipped factory in Canada.
We make and handle pumps for all kinds of work.
We also install hydro-pneumatic Farm Water systems.
SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

Double Sales Possibilities

The De Laval Separator

The De Laval Milker

The De Laval Separator has been a great money maker for agents who have sold it. The leader in its field, a wide demand, universal satisfaction in use, backed by the most aggressive sales effort, the most consistent advertising, and the last word in service, have made the position of the De Laval Separator in a sales way impregnable. It is the "back-bone" and the "bread and butter" of many a merchant's line.

Now the De Laval Milker offers just as great possibilities as the De Laval Separator. It is just as superior to all other milkers as the De Laval Separator is to all other separators. Wherever it is in use owners have nothing but praise for it. It is a better way of milking and no dairyman can afford to be without it.

Get in touch with us if we are not adequately represented in your community.

THE DE LAVAL COMPANY, Ltd.

MONTREAL PETERBORO WINNIPEG EDMONTON VANCOUVER

Sooner or later you will sell the

De Laval

Cream Separator or Milker

With the Manufacturers

The Polar Liquid Company, Ltd., Winnipeg, has changed its name to Robinson & Webber, Ltd.

The Ruggles Motor Truck Co., London, Ont., is planning to erect another large addition to its plant.

The SKF Ball Bearing Co., Hartford, Conn., has changed the company name to Skayef Ball Bearing Co.

In addition to the American and Canadian machines, two European tractors will be offered in Canada this year.

The Hilts Stooking Machine Company will erect a factory at Medicine Hat for the manufacture of stooking machines and stook loaders.

The Monarch Industries, Ltd., has been incorporated at Beamsville, Ont., with a capital of $30,000 to manufacture registers, carburetors, motors, etc.

The Dodge Motor Co. announced recently the appointment of L. H. Stanton as field representative, his territory to extend from Fort William to the coast.

Sears, Roebuck & Co., Chicago, report a decrease of 41.64 per cent in sales for the first quarter of the current year, as compared with the corresponding period of 1920.

Appliances, Ltd., 208 King St. West, Toronto, have been appointed exclusive sales agents for the British Empire for the "Colonial Maid" electric clothes-washing machine.

The British Wallis tractor is now fitted with a special draw bar and mudshields. The price in England, where the tractor is made by Ruston & Houston, Lincoln, is $2,475.

The P. T. Legare Co., Ltd., Montreal, has increased its capitalization and is making an issue of $1,200,000 bonds for extending its selling operations in agricultural implements.

The Coffield Washer Co., Hamilton, will, it is said, manufacture a new type of electric washing machine. It is supported by local capital and will commence operations in a few weeks.

The Samson Tractor Co., of Canada, recently held a convention for their Ontario dealers at Oshawa. A number of executives from the American plant at Janesville, Wis., were present.

Robert R. Keith, formerly with the Moline Plow Co. in charge of the tractor works, has been made superintendent of tractor works of the International Harvester Co., at Chicago.

Hart-Parr (England) Co., Peterborough, England, has been formed by F. Smith & H. Stover to take over the entire selling right for the British Isles of Hart-Parr tractors and Hoover potato diggers.

The Lyman Tube and Supply Co., Montreal, have been appointed Canadian distributors for the "Hoffman" ball and roller bearings, manufactured by the Hoffman Mfg. Co., of Chelmsford, Essex, England.

The Gray Motor Corporation, Detroit, recently incorporated with a capital of $4,000,000, has as its officers: President, F. L. Klingensmith; vice-president, F. F. Beall; treasurer, G. H. Kirchner; secretary, J. B. Moran.

A provincial charter has been issued to the McQuay-Norris-Banfield Company, Limited, with an authorized capital of $50,000. The company will manufacture the McQuay-Norris piston ring. The head office will be at Toronto.

An involuntary petition in bankruptcy has been filed against the Monarch Tractor Co., Watertown, Wis. This company is a part of the General Tractors, Inc., against which bankruptcy proceedings were filed some time ago.

J. E. Tracy, for the past four years general sales manager of the Sterling Motor Truck Co., Milwaukee, has joined the Hicks-Parrett Tractor Co., Chicago Heights, Ill., in the capacity of vice-president and director of sales.

The General Truck & Auto Sales, Ltd., has been incorporated at Walkerville, Ont., with a capital stock of $200,000 by H. E. Blood, C. D. Donoven and W. J. Davidson, to manufacture automobiles, motor trucks and farm implements.

The Sheet Metal Products Co., formerly the Duluth Corrugating & Roofing Co., announces that the company's name has been changed to the Western Steel Products Co. Address, as before, is Duluth, Minn. There is no change of officers or management.

R. S. McLaughlin, of Oshawa, head of the General Motors in Canada, sailed recently from New York for Europe, and expects to be absent for about six weeks. He will visit England, France and Switzerland, and will investigate export trade conditions overseas, with a view to stimulating business at home.

The Eternal Battery Company of Canada, Limited, is one of Winnipeg's newer industries, capitalized at $1,000,000, to manufacture storage batteries for automobiles, electric vehicles, motorboats and other purposes for which storage batteries can be conveniently used.

Many changes, with evidences of expansion, are shown in the balance sheet of the Goodyear Tire & Rubber Co. of Canada, Ltd., for the year ended September 30th last. The total assets are shown as $19,100,754 as compared with $10,891,390 for the year ended September 30th, 1919. The surplus is $1,071,275.

A special general meeting of the shareholders of the Canadian General Electric Company, Ltd., is called for June 15. The purpose of the meeting is to secure the approval of shareholders to increasing the capital stock of the company to $20,000,000, this being an addition of $8,000,000 to the present capital stock.

The English Electric Company has announced its intention of extending operations to Canada, and will, it is understood, erect factories in Toronto for the manufacture of electrical machinery and equipment. The company is said to be the largest firm of its kind in the British Empire.

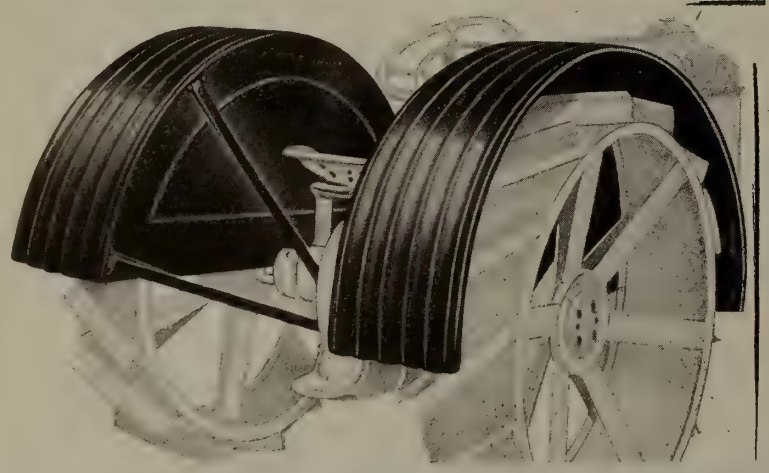
Implement Production Census in U.S.

The U. S. Department of Agriculture are asking manufacturers of farm operating equipment in that country to give a report on their production for 1920. Every class of manufacturer will be reached, from tractor and thresher factories down to factories turning out the smaller implements and tools. The production will be classified according to the size and type of machine turned out and should form an interesting review of the entire farm equipment production of the country.

He leads a dog's life—growls all day; snores all night.

The Maytag Company Limited
WINNIPEG CALGARY
WRITE US, mentioning this publication, for catalogues and prices of the famous ALL-STEEL RUTH SELF FEEDER, any of the six styles of Maytag Washing Machines, Oils, Belts, Headlights, and all other Threshers' Supplies. (PRICES ON REQUEST AND SERVICE UNEXCELLED) Do Not Delay.

Fordson Tractor Fenders
A FAST SELLING SPECIALTY FOR THE DEALER

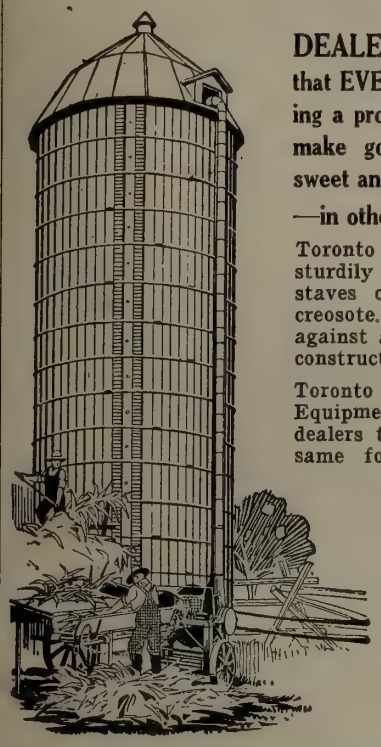


You can sell them to every Fordson owner in your district. Protect the driver and gearing. Keep dust from wheels out of driver's face. Made of heavy, galvanized, corrugated iron, painted black. Strongly reinforced. Iron braces, with bolts, nuts and washers, are supplied. The braces are bolted to tractor at points where holes are already bored. No drilling necessary. They can be attached with no trouble. Let us ship you a sample.

REASONABLE PRICE. ATTRACTIVE TRADE DISCOUNT.

The Metallic Roofing Co. of Canada Limited
797 Notre Dame Avenue Manufacturers Winnipeg

Every Farmer a Prospect



DEALERS! Are you awake to the fact that EVERY farmer in the West is fast becoming a prospective customer for a silo that will make good sunflower ensilage, and keep it sweet and fresh?

—in other words, a Toronto Silo.

Toronto Silos are made of wood. They're sturdily built from double-tongued and grooved staves of selected spruce impregnated with creosote. They give adequate protection against air and frost. Their special Hip Roof construction provides MORE space for filling.

Toronto Silos—and Toronto Labor-Saving Equipment—are proving money-makers to dealers throughout Canada. Let them do the same for you. Get our attractive dealer proposition at once.

The "Toronto" line includes engines, saws, grinders, fanning mills, pumps, well-drilling machinery, tanks, silos, ensilage cutters, grain picklers.

Ontario Wind Engine & Pump Co. (Western Branch), Ltd.

Winnipeg Regina Calgary

Eastern Offices: Toronto and Montreal

ONTARIO WIND ENGINE & PUMP CO. LIMITED

TORONTO

Let this Sign Bring *YOU* Business

If you sell gasoline and oil, you can get this attractive, novel, life-sized Boy and Slate Sign.

Other dealers have it now—and every one of them is convinced that it brings a vast volume of extra business.

It is made of wood and steel—handsomely painted in natural colors; and is supplied to En-ar-co Dealers along with a series of catchy epigrams so that a new "eye-catcher" can be put on it every other day throughout the year.

Let us place in your hands all the particulars about the En-ar-co Boy and Slate Sign. Address Dept. C.F.I. 5, Canadian Oil Companies nearest branch for this information—it will be sent free of all cost or obligation to all dealers in gasoline and oil and to garage and service station owners everywhere.

CANADIAN OIL COMPANIES Limited

Branches:

Toronto, London, Montreal, Quebec, St. John, Halifax, Winnipeg, Regina, Saskatoon, Edmonton, Calgary

Here is the Ring for Profit--

Wilkie One-Piece Piston Rings Have Unusual Selling Advantages for Dealers

Wilkie Piston Rings insure the high compression necessary to get all the power out of even the lowest test fuels. Worn or leaky rings are the cause of most tractor trouble—the compression and explosive power escape past the pistons—the fuel is poorly compressed and only part is burned. Carbon fouling quickly develops. Our rings insure full, deep charging strokes and perfect compression. All the fuel goes into power.

In Demand Everywhere—For Cars, Trucks, Tractors and Stationary Engines

Show your customers the money-making advantages of greater power. Show how Wilkie Rings will save gas, increase power and reduce oil consumption. Our rings are manufactured from single-cast, close-grained, properly proportioned materials. Lap-joint type; perfectly round. Produced by the most up-to-date machines, and as near perfect as a piston ring can be. Do not distort—they stand the highest heat and pressure.

Wilkie Piston Rings

Made Right—For a Purpose. Your Stocks Turn Over Fast. Good Profits

Wilkie Rings sell best because they save most. Made for every size of internal combustion engine. Cash in on their sales-making advantages. Get particulars, prices and liberal trade discount.

Universal Cylinder Re-boring Tools

The handiest tool the dealer or repair man can have. Can be used by hand or drill press. Simple in design. Comprises a cutter head with six cutters, adjustable in unison. Rebores all makes of auto, tractor and stationary engines, either open or closed-end cylinders. Get our catalog.

For Every Size of Engine -::- Unconditionally Guaranteed

The ever-increasing demand for "Wilkie" Piston Rings is the most convincing proof that we are making rings of better quality.

WINDSOR MACHINE AND TOOL WORKS

312-314 Pitt Street West **Windsor, Ont.**

Tractor Sales Possibilities in Western Canada

At the commencement of 1920 we made the estimate that the Western Canadian provinces would absorb 10,000 tractors in 1920. Following the sale of some 9,000 tractors in 1919, many believed that this figure was too high. Actual reports from manufacturers and distributors, however, show that in 1920 no less than 10,279 gas tractors were sold in the three prairie provinces, without taking into consideration tion orchard size or larger machines sold in British Columbia.

These tractors, as shown in the tabulated statement, ranged from 6-12 H.P. to machines of 22-45 H.P. and over.

The steadily increasing volume of tractor business in the Canadian West is of direct interest to every dealer and distributor. The number of tractors sold in the last four years is as follows: In 1917, 5.000 tractors; 1918, 7,500; 1919, 9,000 and in 1920, over 10,000 tractors. It is estimated variously that there are from 36,000 to 38,000 tractors owned by the farmers in Western Canada at the present time. Of the 10,279 tractors sold in 1920, 3,671 were sold in Manitoba, 4,229 in Saskatchewan and 2,379 in Alberta.

As the seasonal sales for 1920 show, although tractor business dropped off to some extent at the end of the year, this was more than compensated for by the large sales made especially in the spring months. To estimate the probable volume of sales in 1921 is difficult, but it is safe to say that, owing to the decrease in the value of farm products, this will not be a record tractor year. Fuel is still high in price, while reductions in milling and feed grains may tend to reduce tractor investment to some extent. The cost of good horses, however, shows little reduction. Taking all factors into consideration, from 7,000 to 7,500 will probably represent the total number of sales in 1921, presupposing an improvement in buying conditions in late summer and fall.

There is a possibility of good business in many districts but the business will require real sales effort to get. Selling will not be so easy as in past years.

Tractors Sold in Western Canada in 1920

Horsepowers	*Number*
6-12 to 10-20 H.P.	5,445
11-22 to 12-25 H.P.	2,054
14-28 to 16-32 H.P.	2,309
17-34 to 20-40 H.P.	324
22-45 H.P. and over	147
Total Gas Tractors	10,279
Steam Tractors, all sizes	89
Total all Tractors	10,368

Average Prices of Tractors

The average cost of tractors and plows last year will be of interest to the dealer. Tractors sold averaged as follows: From 6-12 to 10-20 H.P., $1,181; from 11-22 to 12-25 H.P., $1,822; from 14-25 to 16-32 H.P., $2,353; from 17-34 to 20-40 H.P., $3,168; 22-45 H.P. and over, average price, $5,460. The average cost of 2-bottom plows was $235; 3-bottom, $295; 4-bottom, $395; 5-bottom, $780, and 6-bottom, $910. The estimated value of tractors in use in 1920 was $21,000,000, and of tractor plows, $7,800,000. Assuming the volume of business anticipated this year, and taking into account the present prices, over eleven million dollars value in tractors should be sold during the year, and nearly two and one-half million dollars value in tractor plows.

Analysis of the sizes sold last year shows that apparently 53 per cent. of the purchasers invested in 10-20 tractors; 20 per cent. in 12-25 tractors, and 23 per cent. in 15-30 or 18-36 H.P. tractors, the balance buying larger machines.

Figures compiled by the "Nor'-West Farmer" from reports available from their large and representative circulation in Western Canada, give some interesting data on the average period of operation for tractors in use in the West. According to farmers reports sent this leading farm journal, the average tractor is used 109 days in the year. This period is divided approximately as follows: Plowing, 53 days; threshing, 22 days; various field operations, 25 days; belt and general haulage work, 17 days.

There are now nearly 40 individual makes of tractor being sold in the Canadian West by manufacturers' branch houses or distributors. That the value of this territory more than justifies the number of firms selling tractors therein is obvious when one considers the agricultural production of the Prairie Provinces.

In placing an estimated value of approximately $21,000,000 on the tractors in use in 1920, a liberal depreciation is allowed for each year on machines less than four years old, and a purely nominal valuation previous to that date. The current net average cost price of the machine is used as a basis.

Maintenance and Equipment

While the number of tractors in operation in the Canadian

"Perfect" is a Bold Word

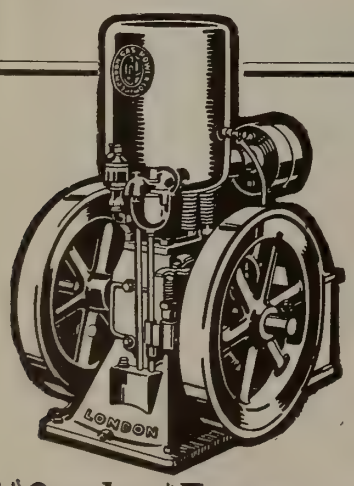
But nevertheless we use it in describing the "LONDON" ENGINE

Perfect in design, workmanship, material and efficiency—perfect with the same degree of accuracy as the shells turned out by our mechanics—expert mechanics—during the war years.

RELIABLE DEALERS EVERYWHERE

The "LONDON" is a fully guaranteed engine that will bring prestige with its sale.

THE LONDON ENGINE



A "Quality" Engine at a "Quantity" Price.

Made in 5 Sizes. Write for Catalogue

LONDON GAS POWER CO. LTD.
32 York St. London Ont. 6

MACKENZIE, THOM, BASTEDO & JACKSON

Barristers, Solicitors, etc.
REGINA, SASK.

Solicitors for:

Advance-Rumely Thresher Co., Inc.; Aultman & Taylor Machinery Co., Ltd.; Robt. Bell E. & T. Co.; J. I. Case Threshing Machine Co.; Canadian Avery Co., Ltd.; Canadian Tillsoil Farm Motors, Ltd.; Canadian Oliver Chilled Plow Works, Ltd.; DeLaval Dairy Supply Co., Ltd.; Emerson-Brantingham Implement Co.; Hart-Parr Company; International Harvester Co. of Canada, Ltd.; A. Stanley Jones Co., Ltd.; Minneapolis Steel & Machinery Co. of Canada, Ltd.; Minneapolis Threshing Machine Co.; Nichols & Shepard Company; Petrie Manufacturing Co., Ltd.; Sawyer-Massey Co., Ltd.; Stewart Sheaf Loader Co., Ltd.; Tudhope Anderson Co., Ltd.; Watrous Engine Works Co., Ltd.

BUGGY REPAIRS

We carry Repairs for
McLAUGHLIN, CANADA CARRIAGE and TUDHOPE BUGGIES and DAVENPORTS,

and have the only stocks in the West. The majority of standard parts will fit any buggy.

SEND YOUR REPAIR ORDERS TO

F. N. McDonald & Co.
156 PRINCESS STREET
WINNIPEG

Liberty Grain Blowers
sell themselves--pay their way

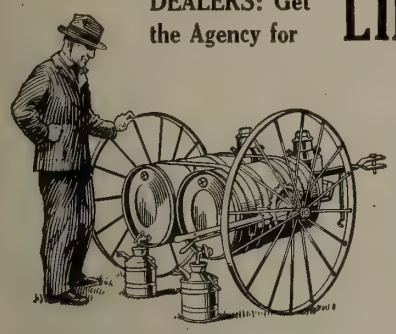
Elevator and cleaner combined. Moves, cleans and grades grain in one operation. Elevates 30 feet. Blows out filth. Saves inferior grain for feed. No buckets, chains or gears. Simply air blast. Simplest, lightest and least expensive elevator made.

CAPACITY 300 TO 800 BUSHELS PER HOUR

Only one moving part—a strong steel fan. Driven easily by a 6 H.P. engine. Fills the biggest bins or cars without scooping. Takes the place of three men. Apply at once for particulars and territory.

DEALERS: Get the Agency for

LINK TRACTOR TENDERS

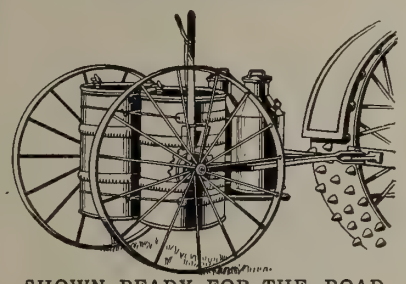


They assure the farmer a continuous, ready supply of kerosene, gasoline, oils and water. Safe transportation. He simply hitches his supply of fuels, oil and water behind his tractor, drives to the field, unhitches and goes to work.

THEY FIT ALL MAKES OF STEEL BARRELS

AUTOMATIC TILT. NOT A DROP WASTED

Lever and ratchet lock barrels, when tilted, to any angle. No lifting; one hand does the work. Tongue stand holds tender level when not in use. Weight complete, 275 lbs. Our Tractor Tenders are the money-maker of the season for dealers. Write



SHOWN READY FOR THE ROAD

LINK MANUFACTURING CO.
PORTAGE LA PRAIRIE, MAN.

Dealers: The Burd Ring Agency is a Money-Maker for You

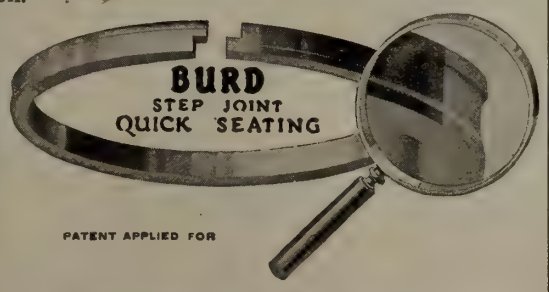
SELL THEM FOR :—Tractors, Automobiles, Stationary Engines, Motor Boats, Motor Trucks, Motor Cycles. All Engines, Pumps and Compressors.

Dealers who display Burd High-Compression Rings sell more power to every owner of a motor or engine.

The LARGEST STOCK OF STANDARD and OVER-SIZE RINGS IN WESTERN CANADA

Individually cast from selected iron. Not turned; ground-finished to within ¼ of 1-1000th inch of a perfect circle. Burd Rings prevent leakage of power, save fuel and ensure economical operation. Equal tension. Make a gas-tight contact all around the cylinder walls. No gap. Give more power on less fuel and oil.

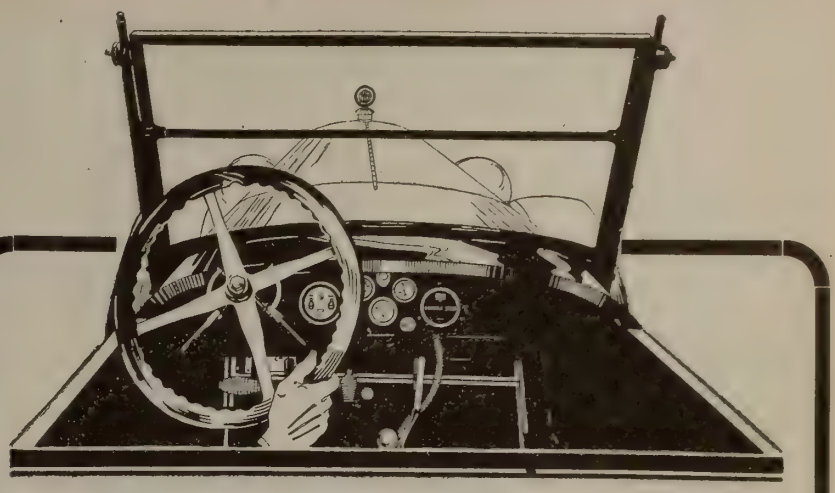
Our Quick Seating Step-Joint Rings are made in all sizes. Note the two-thousandth inch groove on ring face. Especially adapted for worn cylinders. Burd Rings eliminate lost compression, lost power, faulty lubrication and carbon deposits. Sold by Jobbers, Dealers and Garages.



WRITE FOR LISTS AND DEALER'S DISCOUNTS

BURD RING SALES CO. OF CANADA
322 McINTYRE BLOCK WINNIPEG

Distributors for Manitoba, Saskatchewan, Alberta and British Columbia



Popular Demand is Favoring the 4-Cylinder Car. With the

NEW BRISCOE

YOU Can Most Profitably Meet This Demand.

DEALERS are finding an increasing tendency among to-day's motor car buyers to favor the 4-cylinder car because of its greater economy and efficiency.

If you are seeking the car that offers both these features in the highest degree, the New Briscoe will command your attention from the outset.

In the feature of economy alone, Briscoe merits your deciding preference. Its gasoline and tire economy is amazing.

But note Briscoe's impressive beauty of line and finish, and its mechanical features.

The vast reserve power of Briscoe's famous four-cylinder motor accomplishes the most spectacular hill-climbing.

An effortless crawl in traffic and almost instantaneous acceleration, prove its remarkable flexibility.

Perfect brake control is attained by separate sets of brakes, "Service" acting on wheels and "Emergency" acting on transmission.

The crank-shaft balanced scientifically on three-bearing suspension, ensures minimum vibration.

Over-size semi-elliptic springs front and rear—also deep upholstering, guarantees remarkable riding ease.

Moto-meter, non-glare headlight lenses, and a complete instrument board are only a few features of its equipment.

All these features combined in a smart appearing car of moderate price, give the Briscoe dealer the profitable advantage of representing "The Greatest Value Car on the Market."

Our dealer proposition is unusually interesting. If your territory is open--write us.

THE
Canadian Briscoe Motor Company
LIMITED

Head Office and Factory: BROCKVILLE, Ont.

UNITED STATES:
BRISCOE MOTOR CORPORATION, JACKSON, MICH.

Western Service Department, F. N. McDonald & Co., 156 Princess St., Winnipeg.

DISTRIBUTORS FOR WESTERN CANADA:
Auto Service Co., Ltd., 1500 10th Ave, Regina
Gillespie-Mansell Motor Co., Ltd., 240 Third Ave. South, Saskatoon
J. R. N. Cooke & Co., 10319 Jasper Ave., Edmonton
Diamond Motor Co., Ltd., 225 6th Ave. West, Calgary
Trimble & Henry, 1033 Georgia St., Vancouver

West is, according to area, far less than in the United States, we have a potential tractor market that is second to none. Beyond the sale of new machines, and replacement business, the annual maintenance and operation cost of the thirty-six to thirty-eight thousand tractors in use in the West is enormous. While a large percentage of farmers report as high as one hundred days' operation in the year, assuming that only fifty days a year are worked, we have, at that low estimate, a market for more than 33,000,000 gallons of gasoline or kerosene. In addition there is the sale of lubricating oils and greases and of tractor ignition equipment, such as magnetos, spark plugs, cable, etc. The parts replacement business in itself represents a very large business. In addition there are possibilities for the sale of such lines as oil barrels and drums, oil wagon tanks, tractor tenders, tractor lamps, tractor safety hitches, and so on. Where tractors are sold the dealer immediately has a prospective market for tractor implements of all kinds, for tractor haulage equipment and the larger sizes of belt-operated machines, such as feed grinders and cutters, ensilage cutters, small threshers, etc.

The most assuring feature in connection with the tractor business is the gradual but steady withdrawal from the market of machines which were not conspicuously successful, or which were being sold without adequate preparation for permanent business conditions. The farmer is sold on the tractor idea. To successfully handle the large acreages in Western Canada, and to offset the possibility of a short season, the tractor has proven to be a boon to agriculture. A great market exists in the three hundred thousand farmers of the Canadian West, especially for the sale of proven, reliable and efficient tractors, as sold by established concerns who are in the business to stay—concerns who have adequate dealer co-operation and service facilities throughout the vast territory lying between the Great Lakes and the Pacific Coast in the Dominion.

Agents will find this machine a great seller. :: Write for terms to Agents.

LONDON GEM CONCRETE MIXER

This machine is suitable for such work as mixing mortar or concrete for floors, barn walls, foundations, silos or any work not requiring a capacity of over 20 yards per day. IT CAN BE RUN BY HAND or connected to gasoline engine or any kind of power. It is well built and will save the price of itself in ten days' use. Described in Bulletin A.

LONDON CONCRETE MACHINERY CO., LTD.
LONDON ——— Dept. K ——— CANADA

The "BEST SELLERS"

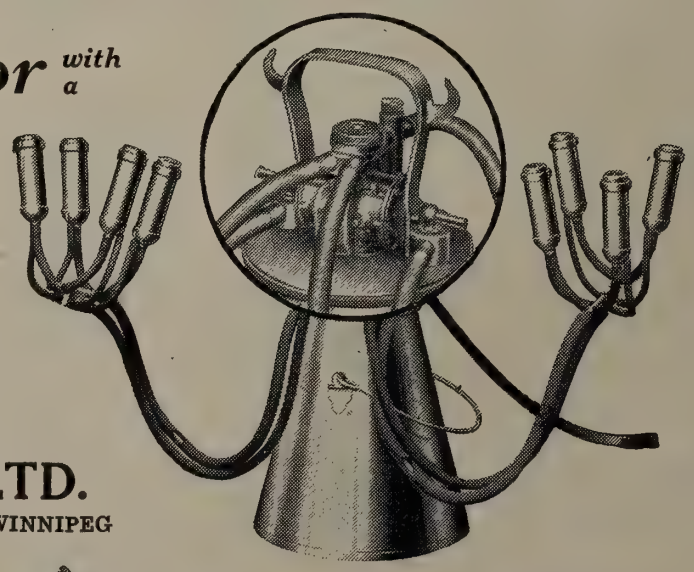
The Separator with the Million Dollar Bowl!

THE new Empire-Baltic—"The Separator with the Million Dollar Bowl"—is the most thoroughly modernized, simplified, and efficient Cream Separator on the market to-day.

The advantages afforded by its simple construction, and improved bowl—spindle disconnected—are easily seen and appreciated—and it is these that will make Empire-Baltic Separators the best sellers in your district.

EIGHT SIZES. CAPACITY from 135 to 1,000 Lbs. Per Hour.

The New Pulsator with a 4-Year Guarantee



The Empire Milking Machine has so proved its efficiency and superiority, that numbers of the large dairies have standardized on this equipment.

The new pulsator of the Empire Milking Machine is the only pulsator with a four-year guarantee. This feature will strongly appeal to your prospects and help you make sales.

You will be interested in the Empire dealer proposition. Write us for particulars.

ROBINSON-ALAMO LTD.
140 PRINCESS ST. WINNIPEG
Western Distributors of

EMPIRE

CREAM SEPARATORS AND MILKING MACHINES

The Empire Cream Separator Co. of Canada, Ltd. TORONTO WINNIPEG

A New Catalogue

The London Concrete Machinery Co. Ltd., London, Ont., recently issued their new catalog, No. 49, showing in condensed form their complete line of concrete working machinery. The 100 pages of this interesting publication are finely illustrated, a remarkable variety of equipment being shown. Clear cut engravings and terse descriptive matter make this catalog of more than usual interest. Among the lines shown are:

Concrete carts, concrete mixers, drain tile machines, gasoline and kerosene engines, mixers in a variety of types and sizes, silo and silo moulds, water tanks, well and cistern molds, etc. For the dealer who has a demand for concrete-making machinery, from the farmer, small or large contractor, or municipality, types of machines are shown which should suit the individual requirements. This catalog will be a useful addition to the files of Western dealers.

Sawyer-Massey Production

In 1920 the Sawyer-Massey Co., Hamilton, sold over two hundred carloads of threshers to the United States. For 1921 they have a large order for further shipment of this Canadian-made separator. The company recently secured an order from Kingston, Jamaica, for between $80,000 and $90,000 worth of road rollers, rock crushers, portable screens, engines, dump wagons, etc. All the goods for this export order have already been shipped.

Tractor Executive Visits West

Langton J. Williams, manager of the General Ordnance Co., Cedar Rapids, Iowa and New York, recently returned south after a visit to the Canadian West. Mr. Williams anticipates good business in Western Canada this season and has made arrangements for the distribution of the G-O tractor in Manitoba through The Tractioneers, of Winnipeg.

Honest opinion, like homely women in street-cars, stand longest.

Piston Rings a Good Side Line

In almost every territory the tractor, car and implement dealer have a steady demand throughout the season for piston rings. If a farmer wants new rings for his car, truck, tractor, or for his stationary engine, the first man he thinks of is the farm equipment dealer.

Judicious advertising for his accessory line is profitable for the dealer. In addition a display of rings in window space and a good ring show case will rapidly build satisfactory business in this line. The dealer should study the functions of a well-fitting piston ring and should impress upon his customers the value of a truly concentric ring which absolutely conforms to the cylinder bore. Good rings assure dependable power and prevent loss of compression. They check surplus oil seepage to the combustion chamber and the trouble of carbonized cylinders, pre-ignition and the other factors that follow leaky piston rings.

Explain to tractor owners that efficiency in operation is a question of power, and that dependable power is the keynote of satisfactory tractor service. A little consideration of the matter will convince anyone that the best piston rings are none too good for the tractor motor. Think of the exacting work which a tractor motor must perform during the course of a year. On the average farm a tractor is subject to variances in loads which cause tremendous strain on the motor. It is easy to see why leaky piston rings means inability on the tractor's part to perform work, easily within the machine's power providing quality rings are used.

International Reduces Price of Tractor

The International Harvester Co. of Canada, in addition to reductions announced in our last issue, now announces a further reduction in the price of the International 15-30 h.p. tractor. The retail price of this model, fully equipped, f.o.b. Winnipeg, is now $2,360, showing a reduction of $280.

A New Grain Saving Device

A. L. Larson & Co., Scobey, Mont., have placed a device on the market to stop grain waste in threshing. This consists of a blast regulator, comprising a governor on the fanshaft of the separator, a blast board with moving shutters and a speed indicator showing the revolutions of the fan. The blast board and governor are adaptable to any threshing machine.

The operation of the blast regulator is as follows: If the engine races, the wind governor automatically shuts the wind board to compensate, the blast is even, and the grain is cleaned without being cleaned out. An adjusting lever enables the operator to set the shutters at the proper angle to clean the grain, whether it is light or heavy, and once set the governor takes care of the rest.

Austin Tractor is Improved

Reports from England show that the Austin tractor, as sold by the Austin Motor Co., Montreal, has been re-designed for increased efficiency in heavy soils. At a recent demonstration in England this tractor pulled three furrows, 8 inches deep, in heavy clay loam. The tractor has been fitted with a new differential stated to have double the strength of the former model and lower frictional losses. The materials used throughout in the transmission gears have a higher margin of strength, and there has been a reduction in gearing, increasing the pull.

Elevates and Cleans
300 to 800 Bu an Hour
Move, clean and grade your grain in one job—fill big bins or cars without scooping—save time, labor and money with the
Liberty Grain Blower
No buckets, chains or gears. Only ONE moving part. 6 H. P. runs it. One man can move it. Lightest, simplest, best grain handler. Costs half as much as old-style elevator. FREE BOOK, illustrated, explains fully. Send name for copy—a card will do.
LINK MFG. CO. Dept. 708
Portage la Prairie, Man.

Massey-Harris

Popularity and Sales Go Hand in Hand

FOR SEVENTY-FOUR YEARS the performance of Massey-Harris Machines has proved that they are better than good machines, and farmers everywhere know that they can depend upon an implement bearing the name "Massey-Harris." In addition the owners of "Massey-Harris" machines know that, if a repair part is needed they can get it easily and quickly.

--Quality and service mean ready sales for the agent who handles this line.

Now is the time to get around after orders for hay tools, and it is also well to remember that the Massey-Harris line is complete, as shown in the following list:

GRAIN BINDERS	DRAG HARROWS
REAPERS	HARROW CARTS
CORN HARVESTERS	FEED CUTTERS
MOWERS	PULPERS
RAKES	GRINDERS
SIDE DELIVERY RAKES	ENSILAGE CUTTERS
TEDDERS	MANURE SPREADERS
HAY LOADERS	CREAM SEPARATORS
CULTIVATORS	PLOWS, SCUFFLERS
SEEDERS	LAND ROLLERS
HOE DRILLS	PACKERS
SHOE DRILLS	WAGONS
DISC DRILLS	SLEIGHS
FERTILIZER DRILLS	GASOLINE ENGINES
FERTILIZER SOWERS	SAW OUTFITS
DISC HARROWS	TRACTORS

MASSEY-HARRIS COMPANY, LIMITED

ESTABLISHED 1847

HEAD OFFICE - TORONTO, ONT.

Procter now with Grain Drill Co.

R. H. Procter, general sales manager for the New Owatonna Manufacturing Company, Owatonna, Minn., recently visited Western Canada where he will establish a distributing connection for the Owatonna line of grain drills and seeders. This line is very popular in U.S. territory it is stated.

Mr. Procter, who emigrated from England to Canada, farmed in Manitoba some 25 years ago. He was also in business in Winnipeg for a time. In 1899 he entered the implement trade with the Northwestern Implement and Wagon Co., of Minneapolis, later travelling for them in the Dakotas. He later became a territorial agent for the Grand Detour Plow Co., in western U.S. territory and in 1909 was appointed assistant manager of the Rock Island Plow Co., Minneapolis. In 1913 he became manager of the Rock Island branch at Minneapolis, and in 1920 became sales manager of the Actuating Farm Gate Co., in that city. He recently accepted the position of general sales manager of the New Owatonna Mfg. Co.

Deere Makes Improvements on Tractor Plow Line

David Drehmer, manager of the John Deere Plow Co., Winnipeg, has just returned to the city following a short vacation to French Lick, Indiana, and a subsequent visit to the Deere factory at Moline.

Mr. Drehmer reports that a marked improvement in conditions has taken place since his last visit south. In keeping with the determination of the historic house to be in the first rank in any new departure or development in implement production, the factory is specially engaged in these days on certain improvements in its well-known line of farm power machinery and implements, notably in its No. 40 plow, specially designed and built for use with the Fordson tractor. This famous plow is now provided with a special self-adjusting hitch and a rolling landside which counteracts side pressure against the furrow wall and greatly reduces draft.

The Deere No. 45 plow (a three-wheel tractor plow for other two-plow light tractors than the Fordson) has also been greatly improved and given increased facilities for quick and clean work. Stocks of these are kept well ahead to insure immediate delivery and samples are being placed with the many agents of the company throughout Western Canada.

U.S. Tractor Demonstrations

The semi-annual meeting of the Tractor and Thresher Department, National Implement & Vehicle Association, was held at Chicago, April 22nd.

J. B. Bartholomew, president of the Avery Company and chairman of the National Tractor & Demonstration Committee, announced the personnel of the committee as follows:

E. J. Gittins, J. I. Case Threshing Machine Co.; J. A. Everson, International Harvester Co.; C. B. Sharpe, Cleveland Tractor Co.; G. I. Gillette, Minneapolis Steel & Machinery Co.; Harry B. Bates, Bates Machinery and Tractor Co.; Donald McDonald, B. F. Avery Co.; A. H. Gilbert, Rock Island Plow Co.; F. P. Mount (Ex-Officio Member), Advance Rumely Co.

The sentiment of the meeting was strongly in favor of holding tractor demonstrations in the U.S. this year. The committee will put on one or more demonstrations, the number and place to be determined later.

Made-in-Winnipeg Exposition

From May 9th to 14th a Made-in-Winnipeg exposition will be held in the Board of Trade Auditorium, Winnipeg, at which will be shown a remarkable variety of products manufactured in the city. This exposition, every inch of space for which has been booked, will show the importance of the lines produced in the city. The purpose is to develop industrial life and the policy of buying Winnipeg-made goods. Amongst the many lines shown will be farm equipment and implement specialties manufactured in Winnipeg, the variety showing that the manufacture of this class of goods in the West is steadily increasing.

Splitdorf Enter Canada

The Splitdorf Electrical Co., Newark, N.J., one of the largest manufacturers in the world of ignition equipment, has taken an Ontario charter and formed the Splitdorf Electric Co. Ltd., with headquarters at 469 Yonge St., Toronto. The company will continue to distribute Splitdorf spark plugs, magnetos and piston rings through Canadian dealers—Splitdorf products being standard equipment on a great variety of cars, trucks, tractors and engines sold in the Dominion.

The officers of the company are as follows: President, R. W. Sutherland; vice-president and general manager, C. K. Nelson, who has been for some time past manager of the Canadian organization; treasurer, J. J. Fisher, holding similar office in the parent organization.

There will be no change in the general policy which has heretofore been followed. It is expected, however, that the strictly Canadian company will be in even a better position to serve the automotive dealers.

Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

No Protection Since 1896

If Canadian Grain Growers and Farmers believe in the practical operation of Free Trade, why not buy from the only surviving strictly all-Canadian Company that has battled and won in open competition with the world, and is independent of any Trust or Combine.

BRANTFORD BINDER TWINE

is made by an all-Canadian industry that has had no tariff protection since 1896. Brantford Binder Twines are sold on a basis price and quality, and our production and sales have increased from 80 tons a year to 10,000 tons a year. These facts testify to our exceptional quality, and we are now the largest manufacturers of Binder Twine under the British flag.

For length, strength, evenness, general appearance and full value, Canada's 4 Famous Maple Leaf Brands are unequalled.

All our fibres are submitted to a special treatment to make them insect proof.

We invite comparisons with other twines.

Your enquiries will receive our most prompt attention.

THE BRANTFORD CORDAGE COMPANY

LIMITED

Brantford, Canada

Western Canadian Office: 162 Princess St., Winnipeg, Man.

GO TRACTORS

Lower Farm Costs mean More Tractor Sales

BOTH farmer and manufacturer are faced with the necessity for lower production costs.

The biggest labor-saver, the most decided cost-cutter on the farm is the tractor.

For that reason, this season is certain to see great activity in tractor sales. Farmers are through with experimenting. They will demand a simple, reliable and economical tractor such as the G-O.

The G-O is rated at 14-28—4 cylinder engine burns gasoline or kerosene—low fuel consumption—all gears enclosed and running in oil—light weight for power—rigid construction—easily understood and adjusted—the right size tractor for the average Canadian farm.

It will pay you to look into the merits of the G-O Tractor and the G-O dealer proposition. Write us.

THE GENERAL ORDNANCE COMPANY
Cedar Rapids, Iowa

THE TRACTOR CO., Ltd., Saskatoon. Sask.
Distributor for Northern Saskatchewan

ONTARIO WIND ENGINE & PUMP CO., Ltd.,
Regina, Sask., Distributor for Southern Saskatchewan

THE TRACTIONEERS, Winnipeg, Man.
Distributor for Manitoba

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
812 CONFEDERATION LIFE BLDG. WINNIPEG, CANADA

SUBSCRIPTIONS
$1.00 per year in Canada: Foreign $1.25 per year Single Copies, Ten Cents

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RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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WINNIPEG, CANADA, MAY, 1921

It's a Good Time to Get Busy

The fellow who penned the phrase: "If you think you're beaten you are," voiced a great truth. And that truth applies, more or less forcibly, to some implement dealers to-day. Such men have metaphorically thrown up their hands. The gloom bug has eaten its way into their system and has just sapped their energy. We met such a man the other day. His wail was: "What's the use of trying to sell goods. The farmer simply won't buy. He has quit buying and all the talk on God's earth won't alter the fact."

Then a salesman went into that man's town. The dealer told him it was easier to sell coon coats in the infernal regions than seed drills locally. Remember this traveller was a salesman. "Jim," he said, "your feet are frigid. Show me your prospects. You won't improve things by sitting down at your desk and hanging crepe on your front door. Let's get out and get busy."

To make a long story short, the salesman dragged that dealer out and they fine-combed the drill prospects in the territory. Sure, they heard the old song—about the drop in crop values, the iniquitous price of implements—and all the rest of it. But this salesman knew his line—and before he left that dealer he had sold seven drills. The dealer had contended that not a drill could be sold. The question is: Did he try hard enough?

The main difference between the Orient and the Occident lies in the word "Kismet". It simply means: "What's the use." And because of that spirit of fatalism the Arab still remains as he was a thousand years ago. The policy of lying down to difficulties has no place in the implement trade to-day. When business is hard to get we must simply go after it all the harder. The plain fact of the case is that, in cases, we are suffering from the halcyon days of the war when grain prices were at the peak, implement shortage common, and you simply said: "Here's the plow, that's the price"—and took the order.

Those days are dead. The order taker in any line, especially in the implement business, is also going to be dead—unless he develops into a salesman. If the statement is ventured that goods cannot be sold in a given territory, it should not be made until every possible effort, every artifice of the salesman's art, has been tried to procure business. Even then it is not according to Hoyle for a dealer to consider that he needn't try any more—to quit. No, sir, that's the time to try develop new plans, to tighten your belt and go at it from another angle. When we lose confidence in our ability to do business—we cease to do business. Determination and perspiration are a better policy to-day than sitting down to conditions.

The fact seems to be that the farmer's lugubrious outlook—and we admit it is not rosy—has affected not a few dealers. We claim that we never experienced times like these—but we have. We enormify conditions by sitting down and bemoaning them. The lad who keeps on the move, who does not quit, but who tries to sell, sell, early and late, has no time to worry about the senile decay of business. He keeps moving and his liver does not promote a jaundiced outlook upon life. This is a year that will truly reward fighters—not quitters. There were a handful of Canadians at a place called Ypres, back in 1915, who didn't have enough sense to quit—and they won out. We belong to the same breed, don't we? Why then declaim that the bottom has dropped out of things.

Truly farmers have cause for complaint, and the implement dealer being the first unit in the cycle of production of farm crops is nearest the seat of grievance. But, as a breed, dealers have never lacked courage in the worst crop years—nor should they to-day. The land is there and the crops will be put in and harvested. Agriculture is not a thing that a temporary depression can kill. In the last hundred years the tale of decreasing agricultural production because of prices has been worked to a frazzle. Let us forget about war-time prices and present prices. Will the farmer of to-day go back to the scythe, the flail, the single plow and all the back-breaking tools of the past? Would it pay him, whatever the price of grain? Would he like the work involved? We would better forget about prices, we repeat, and by better and more economical farming try to reduce the cost of production on the farm. Selling implements is the same as selling anything else. It requires, under present conditions, steady effort; no let up; no lying down on the job, but the faculty of buckling into harness to develop business even where no business is apparent. Pessimism never moved goods and sales cannot be achieved without going after the prospect—or making one. Jonah once went through a shadowy time inside a whale—but he came out all right. Even at that, who wants to be a Jonah?

Freights and Farm Machinery

There may be lines in which the annual freight movement considerably exceeds that of farm implements and machinery, but there are few commodities which represent greater weight or shipping capacity per unit. Freight rates have had, and will have, a very marked effect upon the price of the individual implement to the consumer. Reasons for further increased rates at a time when farmers already declaim against the cost of machinery are not likely to arouse sympathy in the farm-machine industry.

Higher rates affect the price of the product from the shipping of the iron and steel stock or hardwood to the factory, through every stage in distribution until the dealer receives the finished machine.

Figures show that the income of the United States railways, with increased rates, has fallen below what it was before rates were raised. Last December there was a shortage of half a million freight cars reported in the United States; in the middle of April this year there were 507,242 idle freight cars reported. Is the bulk of this traffic loss due to increased rates? If, in addition to high production costs, high freight rates raise the price of any commodity to a level where the public refuses to buy, it is obvious that a further increase of rates will cause railway business to decline—not to improve. To-day our Canadian roads show reduced business. Is it likely to improve conditions and stimulate the movement of goods if the shipper be threatened with a further heavy increase in rates? In several lines the "buyer's strike" has proven to be more than a mere catch-phrase. Higher rates will only tend to make cessation of buying more general, owing to the necessary reflection upon landed cost of the goods.

Tractor Production in the United States

It seems evident, in view of present conditions, that the production of tractors in the United States this year will show no record volume in output. The fact is that there was a great over-production in 1920 and the industry entered 1921 with an enormous number of tractors on hand and unsold. These tractors were produced from material at the highest known prices and by very highly paid labor. When the slump in sales came in the latter part of 1920, the carry-over to 1921 assumed great proportions. It is estimated that at the

commencement of the year there were in the hands of the U. S. manufacturers' branch houses and dealers, close to 75,000 tractors. So far sales have not reduced this total very materially.

Tractor manufacturers in the United States estimated that they would produce a total of 300,000 tractors in 1920. It is estimated that the actual production was only about 200,000, of which the carry-over shown above formed a large percentage. In fact, 1920 production fell below the estimate by 33 1-3 per cent. The United States exported 22,481 tractors in 1920 ,the balance for domestic consumption being approximately 178,000. In all something over 100,000 tractors were sold in the United States last year.

The record of tractor production as shown by the U. S. department of agriculture gives the actual production and the number exported, also number sold in the U. S. The figures follow:

Year	No. Pro'd.	No. Exp'd.	No. sold in U.S.
1916.....	29,670	1,858	27,812
1917.....	62,742	7,988	39,229
1918.....	132,697	23,550	193,746
1919.....	164,590	28,552	108,298
1920.....	200,000	22,481	102,519

The number on hand at the end of each year was as follows: 1917, 15,525; 1918, 15.401; 1919, 27,740, and in 1920, 75,000. Assuming an average demand this year the actual production will not be so great as in former years. In 1919 only 1,827 tractors were manufactured in Canada.

Make Your Sample Separator Pay

The importance of attractive samples in developing cream separator business cannot be over-estimated. The machines should be in a good position on the floor, easily got at, and should be kept in a clean and attractive condition. In most cases women cast the deciding vote in buying a separator, and if the machine is dirty and the supply can is piled full of old newspapers, tools, and a horse collar adding the finishing touch in decorations, it is not likely that the scrupulously neat housewife will choose this separator to adorn her dairy. A separator should be as carefully cleaned and polished as the stock of silverware or jackknives, and should be in such a position that the prospect can get at it without performing any acrobatic feats.

It is easier for the dealer to discover cream separator prospects than for any line of implements he handles. You cannot tell when a man will require a new binder, but by driving past a farmer's home you know whether he keeps cows. A brief visit will determine whether there is a cream separator in the place and in what condition it is. Cream separator prospects ought to be picked up on every trip to the country regardless of the nature of the errand, and with the help of the manufacturer in developing these prospects by means of advertising campaigns, an unusual amount of effort on the part of the dealer in developing the cream separator business is unnecessary.

Securing Twine Business

The farmer has talked much about the buying strike idea, and the thought occurs as to whether he will carry this idea into effect in connection with ordering his supply of binder twine for 1921. Should the farmer delay in placing his orders, as usual, the dealer will be blamed if he has not got the stock in hand. Even the farmer who buys direct will, as usual, depend upon the dealer for his requirements at the tail end of harvest. In this connection, Farm Implement News gives some good advice to the dealers. It says editorially:

"If we were a dealer we would present the facts frankly to our customers and tell them that we could not undertake to supply any twine except that which they bought in advance on unconditional orders. We would try to save the farmers from their own folly by this plan and by selling only twine made by manufacturers whose reputation in the trade is a guarantee of quality."

Lightning Losses in Ontario

During the year 1919, in the Province of Ontario, there was a total loss from lightning fires of $506,907. This loss may well be termed unnecessary waste, since good lightning-rods, properly installed, are more than 99 per cent. efficient. While the loss for each fire caused by lightning in 1919 averaged $714, the total loss on two protected buildings that were struck amounted to $22. Many authorities advocate Government inspection of lightning-rod installations, and a suitable discount in insurance rates for buildings properly protected.

Tractor Farming Film

The International Harvester Co. showed their 1,000-ft. film, entitled "Tractor Farming" in the Allen Theatre, Yorkton, on April 15-16. This picture illustrates the famous Titan tractor working under all conditions.

Personal

R. McKenzie is a new dealer at Waterhole.

Wallin Bros. have opened a garage at Rama.

J. J. Flick, of Pipestone, opened a garage recently.

John Homaas has opened a garage at Naicam.

J. D. Montgomery has joined the trade at Biggar.

Kamsack has a new machinery dealer in S. Fishtrom.

J. Pennock has opened a harness shop at Brandon.

Kenneth McGregor is selling implements at Granum.

Ouellette Co. is a new implement firm at Kenaston.

Erickson has a new garage owner in Paul Gronbach.

Robt. Harrop, of Lewvan, is succeeded by J. M. Rholl.

Geo. W. Anstett, of McGee, is removing to Lenore Lake.

The old firm of Mussell & Good, Denzil, is dissolved.

Squire Bros. are dealing in cars and accessories, at Domremy.

W. J. Brechin has started in the implement trade at Leipzig.

Robert McAllister is a new machinery dealer at Kelvington.

H. M. Jones is starting in the auto business at Gilbert Plains.

Stafford & Ainley are dealing in implements and oils at Brooks.

D. Peterson, dealer at Major, suffered a small fire loss recently.

A. R. Burton has bought out J. Cobban, dealer at Rosetown.

Hicks & Kirby are operating an automobile concern at Ninga.

Frank Shirtcliff is commencing an automobile business at Francis.

Chas. S. Stewart is succeeded by Maloney & McMillan at Sperling.

John Voll has opened a farm machinery shop at North Battleford.

L. J. McGhie is now owner of an implement concern at Loreburn.

R. D. L. Warren has opened an implement business at Isabella.

Gunniss & Appel have joined the farm machinery fraternity at Togo.

McGee & Mullet have opened an automobile concern at Darmody.

F. S. McLennan, dealer at Wilkie, has sold out to W. A. Shaw.

H. A. Williscroft has opened a battery service station at Drumheller.

J. W. Rheault, Harris, is leaving the trade, according to a report.

Douglas Bros. have sold their farm machinery business at Zealandia.

George W. Coates, auto dealer at Delia, has sold to Mason and Keane.

Rice Bros., of Raymore, have opened a garage and service station.

J. W. Hannah is the latest addition to the trade in the town of Rouleau.

S. Strickland, implement dealer at Milestone, has sold out to E. Sheldon.

C. H. McEwen, of Limerick, has taken a partner into his business.

It is reported that D. Jansen has sold his farm machinery shop at Drake.

C. H. Willsie has opened a hardware and implement store at Beaufield.

Collison Bros., Ranfurly, have entered the implement trade in that town.

The implement stock of Peter Weber, at Denzil, was bought by J. McCann.

Unrow & Dick have opened a farm machinery warehouse at Stuartburn.

Todd & Parsons have discontinued their implement warehouse at Kitscoty.

H. H. McCoy, of Bladworth, was bought out recently by W. B. Packard.

O. J. Winterham, auto dealer at Glen Ewen, sold out to Albert A. Malcolm.

Brown & Manwaring have opened an implement business at Swift Current.

Peter Gancer has discontinued his garage and automobile business at Macrorie.

Dale Chittick, implement dealer at Dunblane, has sold out to John L. Williams.

Stewart & Preston of Roland, have made a change in their partnership.

Campbell & Vance, garage owners at Harris, suffered fire loss recently.

P. P. Dick, Altona auto and implement dealer, suffered from a fire loss recently.

Henry & Turner are a new firm dealing in implements and harness, at Pathlow.

Musgrove & De Gagne are running a garage and repair business in Balcarres.

Mann Bros. report business satisfactory in their new warehouse at Yorkton.

A. F. Berry is reported as having sold out his implement business, at Cartwright.

Richardson Bros., of McConnell, have opened a garage and implement business.

Jos. Omstead, of Aneroid, is succeeded by J. J. Jacket in the implement business.

Krienke & Krienke have commenced in the farm machinery business in Southey.

Taylor Bros. are reported to be commencing a garage and tractor business at Kindersley.

A. J. Stokes has moved his implement and harness business from Estuary to Burstall.

Young & Highet have dissolved their implement and garage business at Oak River.

G. W. Phillips & Son have sold their implement business at Kitscoty to Parsons & Phillips.

J. S. Hunter has left the trade at Stockholm. A. Stenberg has succeeded him in the business.

The Creelman Motor & Tractor Co. Ltd., of Creelman, have increased their capital to $20,000.

New garages have been opened at Olds by White & Ecklin, and at Seven Persons by E. Amos & Co.

A. M. & O. W. Brown, partners in an automobile business at Leader, have dissolved partnership.

Wm. Clarke, well known machinery dealer at Brandon, has discontinued, according to a report.

J. Massong & Sons, blacksmiths at Hatton, have added implements to their business in that town.

The garage at Champion, owned by Fisher and Appleby, has been taken over by Perry and McCullough.

The Mutual Oils Co. Ltd. have bought out the oil business of Hoffman Bros. and Reiger, at Langenburg.

J. Newman, of Hyas, hardware and implement dealer, has sold his hardware interests to the Manning Co.

Booth & Stinson, partners at Treherne, are going to carry on the implement business individually in that centre.

H. W. Hutchinson, vice-president of the Sawyer-Massey Co., visited the Western branches during the past month.

J. W. Ackland, president of D. Ackland & Son, paid a flying visit to Ottawa and other cities in Ontario during April.

F. W. Nicholas has sold out his oil and garage business at Milestone but is continuing in the implement and auto line.

G. H. Johnson has opened in the machinery line at Tessier, while in the same town L. F. Howsam has left the trade.

P. J. Grout, manager of the Twin City Separator Co., recently returned from a trip through the territory. He visited Calgary and Edmonton.

Three new machinery dealers to start up recently are: Russell Kennedy, Napinka; Stewart & Preston, Roland, and Guy A. Dakin, at Woodnorth.

The Perfection Mfg. Co., of Montreal, manufacturers of the Perfection milker, announce the appointment of E. A. Lockyer as manager of their Toronto office.

H. C. Wallace, president of the Link Mfg. Co., Portage la Prairie, recently returned to Manitoba after two weeks at the head office of the company at Kansas City.

S. Roe, Calgary, and C. Roe, Regina, branch managers at those points for the Anderson-Roe Co., paid a visit to the Winnipeg headquarters the latter part of April.

P. F. Cagnacci, automobile dealer at Langley Prairie, is building a fine new garage. The new building will be 40x70 feet and will have accommodation for twenty-five cars.

George Riach, who has been with the Edmonton branch of the McLaughlin Motor Car Co., has become associated with the Motordrome, Ltd., 103rd Street, as general manager.

J. A. Graham, formerly manager of the Yorkton branch of the Massey-Harris Co. Ltd., has been transferred to the Regina branch as manager, succeeding George Forsyth, who retired.

A. T. Thom, managing director of the Ontario Wind Engine & Pump Company, of Toronto, recently underwent an operation on his eyes, and was an hospital patient for a couple of weeks.

H. A. Coffman, secretary and sales manager of the Hart Grain Weigher Co., Peoria, Ill., is at present on a visit to cities in Western Canada, where he will call upon thresher distributors.

D. N. Jamieson, manager of the R. A. Lister Co. of Canada, Winnipeg, spent a week in Alberta the latter part of April. Mr. Jamieson visited their distributors in Edmonton and Calgary.

It is reported that the large implement, automobile and garage business, formerly carried on at Wapella by Kidd & Clements, is for sale. Both partners in the business are dead, hence the necessity for selling.

P. F. Harrington, manager at Minneapolis for the Canadian Oliver Chilled Plow Works, was a recent business visitor to Winnipeg. He states that his company are experiencing a good demand for their products.

The J. I. Case Threshing Machine Co. announce the appointment of E. W. Pocock as assistant manager to A. H. Alfsen at Toronto. Mr. Pocock has been connected with the J. I. Case Co. at Winnipeg for the past ten years.

R. H. Procter, general sales manager of the New Owatonna Mfg. Co., Owatonna, Minn., spent a week in Winnipeg recently. Mr. Procter visited Brandon, Regina, Saskatoon, Calgary and Lethbridge during his Western trip.

O. F. Vaughan has been appointed assistant manager of the Ontario branch of the Massey-Harris Co., Ltd., in charge of Western Ontario, succeeding A. A. Campbell, recently made manager of the Massey-Harris branch at Brandon.

J. A. Rollefson, a pioneer implement dealer in Swift Current, has discontinued his implement and hardware business in that town. Mr. Rollefson has entered the life-insurance business and will be district agent for the Excelsior Life.

We have our troubles in these times but things might be worse. For instance, our old friend M. J. Rodney, now Australian manager of the International Harvester Co., says that it requires high tension salesmanship to sell binders at $600 each.

Congratulations to W. J. Wilson, sales manager of Western Steel Products Co., Winnipeg. As interlocutor in the Kiwanis Minstrel Show, put on at the Walker Theatre, Winnipeg, in aid of charitable institutions, W. J. was right in the Dockstader class.

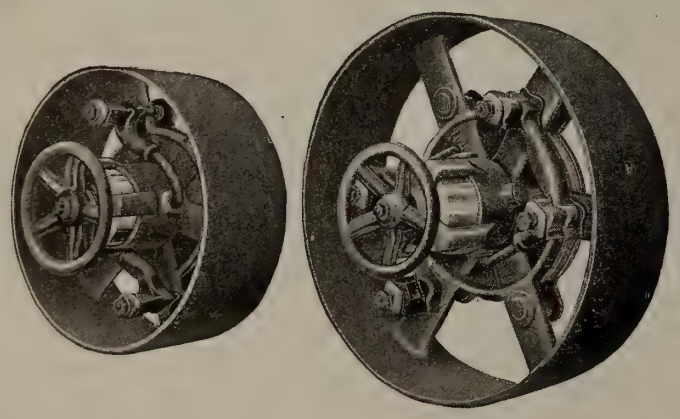
W. J. Jones, manager of Christiansen Implements Ltd., Winnipeg, will leave for an extended trip through the West early this month. Mr. Jones will visit the trade in Saskatchewan territory. He reports a very satisfactory demand this spring for their packers and mulchers.

We regret to note the death, on April 18th, of John Jewell, father-in-law of W. J. Wilson, sales manager of Western Steel Products Ltd., Winnipeg. The deceased gentleman was 72 years of age and was formerly a carriage maker in Toronto. Interment took place at Kennington, Ont.

Thos. H. Boyd, shipper for the Canadian Fairbanks-Morse Co., Winnipeg, died suddenly on April 18th. Deceased had been with the company since 1912 and was a valued employee. The late Mr.

The Right Pulley for Your Engine

MADE IN CANADA



MADE IN CANADA

BERNARD'S
Double Friction Pulley

FOR GAS, GASOLINE AND OIL ENGINES

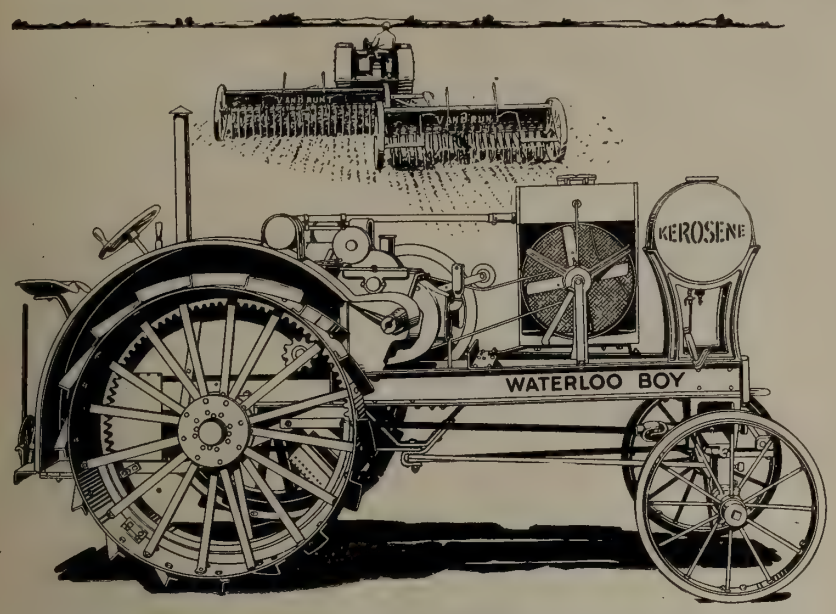
Their excellent performance under every conceivable working test has proved their dependability. They will outlast the machine they are attached to.

DEALERS—This year it is important to *get the best at the lowest cost.* It will pay you to investigate. **"Equipped with Bernard's Pulley"** is now the strongest selling point of many a make of engine.

The A. Bernard Industrial Co.

FORTIERVILLE, QUEBEC, CANADA

IMPORTANT DEVELOPMENTS IN JOHN DEERE FARM MACHINERY for the NEW SEASON



The "Waterloo Boy" KEROSENE TRACTOR

Is without doubt the most efficient all-round power engine and the greatest farm power economist operating to-day.

You know the great original 12-25 H.P. twin cylinder champion that leaves no "trimmings" to be picked up after doing any job, whether in traction or belt work. The new Model "N" is in appearance practically the same as the "Boy" you are familiar with. There have been no sweeping changes. The real satisfaction owners of the tractor have in the past derived from its splendid work in the field and on the belt is conclusive evidence that no pronounced changes in the construction are necessary.

Note, however, the following distinct advantages appearing in the new model:

(1) New front axle greatly facilitating steering and enabling driver to turn in shorter radius. It is of the automobile type which takes the place of drum and chains formerly used.

(2) The fuel tank has been raised several inches, giving added fall to the kerosene from tank to carburetor.

(3) Note the compactness and accessibility of the one-belt combined fan and water circulating pump device. Farmers who own Waterloo Boy Tractors never have to worry about water in the field. They know that their engines will be properly cooled. The addition of several quarts every two or three days is usually sufficient.

(4) Counterweights have been changed from inside to outside of crank case, giving easier access to bearings than formerly.

(5) Belt pulley is now made with detachable rim. This great advantage will be greatly appreciated in the field. Remove the pulley and there is then no possibility of the lugs on wheels packing clods or stones against it. Its removal eliminates possible breakage.

A BIG PAYING POTATO CROP

is assured if you handle it with a

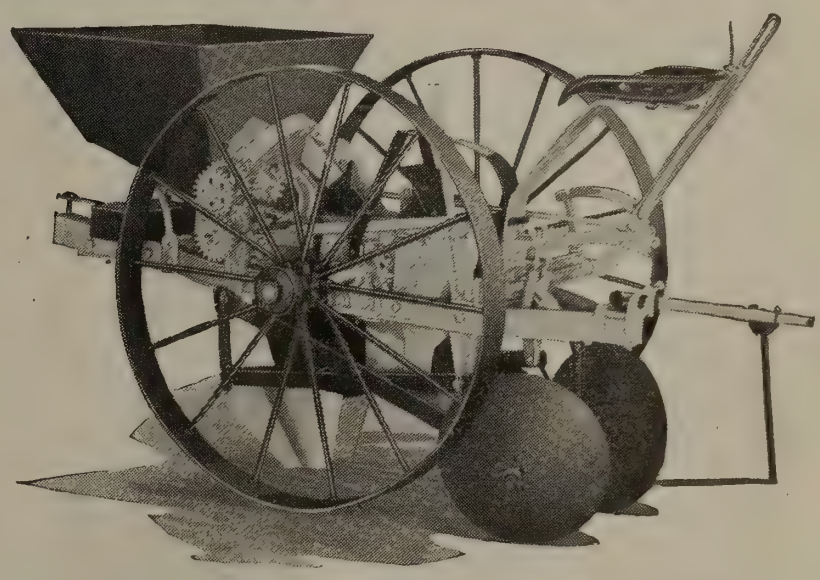
"Hoover" Potato Planter

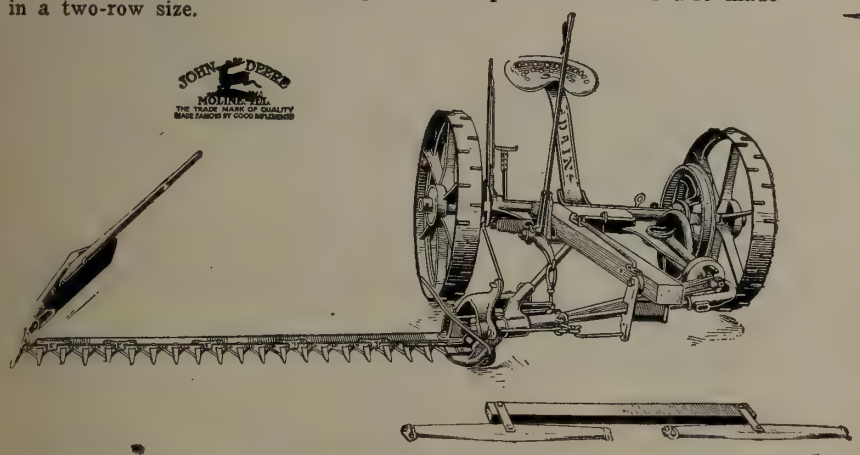
The "Hoover" visible Potato Planter has earned its laurels by its extraordinary accuracy in the special job assigned to it and by its wonderful time and labor-saving record.

A first rate potato crop always commands a tip-top price and it is highly probable that, due to the fluctuating wheat market, a larger acreage than usual will be seeded to potatoes this year.

Get a "Hoover" on your floor at once and you'll get excellent business from it without a doubt. It is a marvel in agricultural machinery. The operator sees all planting operations; not a single seed "takes chances"—it goes direct to the spot. Wheels are concave tired and both are drive wheels.

Equipped with roller bearings and in every respect this implement is one of the most sensibly designed and strongly constructed tools on the market. Get our complete catalogue of this planter which is also made in a two-row size.





New Deere-Dain Mower

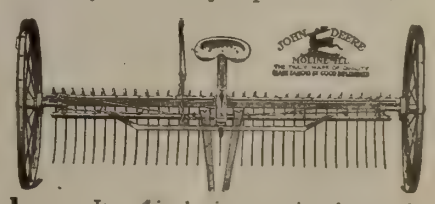
The Floating Cutter Bar, by means of a large adjustable coil spring, is carried on the wheels, utilizing for traction all weight not required to keep the cutter bar down to its work. This mower is an implement without a kink, as is every hay-harvest tool with the name of Dain on it. Write and get complete information about the whole Dain line of hay-harvesting specialties—Sweep Rakes, Hay Loaders, etc.

John Deere-Dain Haying Tools

Are the Making of the Hay Harvest

The frame of the Dain mower is made in one solid piece and both tongue socket and pitman extension are heavily ribbed, to prevent vibration and insure stability. There are only three pieces in the entire gear mechanism: the large internal gear on the axle, the spur pinion and bevel gear cast as one, and the bevel pinion on the pitman shaft. These are so arranged that all strain and unusual side wear is practically eliminated.

Both front and rear pitman shaft bushings are made of the finest bronze-bearing metal of great durability and easily replaced if necessary. The crank-wheel pin is made of high rolled steel, especially hardened and with polished surface.



John Deere Sulky Rake Is a big business-getting hay tool because every man who has used it advertises its merits as a perfect hay gatherer and because of its lasting qualities and light drfat. Built entirely of steel and malleable iron with many outstanding features, all contributing to its efficiency.

John Deere Plow Company Limited

WINNIPEG REGINA SASKATOON CALGARY EDMONTON LETHBRIDGE

Boyd was prominent in fraternal circles, being a deputy high chief ranger of the C.O.F. Members of the Fairbanks-Morse organization attended the funeral, which took place April 21st.

Owing to an erroneous commercial report, it was stated in our last issue that Harvey Bros. had closed their farm machinery business at Macoun. W. A. Harvey is still carrying on business at the old stand at Macoun. At Assiniboia his brother handles an implement line, hence the confusion in the report. Mr. W. A. Harvey reports that farming operations have started in his territory under satisfactory conditions.

E. B. Sawyer, president of the Cushman Motor Works, Lincoln, Neb., recently spent a week at the office of the Cushman Motor Works of Canada, Winnipeg. Mr. Sawyer reports that business conditions in the United States are improving and that the company are experiencing a very satisfactory demand for their light-weight engines. He is of the opinion that good binder engine business will be done in the coming season.

We recently had a visit from Geo. Matheson, the well-known Saskatchewan implement dealer who formerly carried on an implement business at Craik. Mr. Matheson spent a few weeks at Craik taking care of his local interests. He has returned to Ontario but so far has made no definite arrangements for the future. George thinks he'll be back West to see old friends in the fall. He is greatly improved in health following his temporary retirement from the worries of the implement business.

E. A. Mott, vice-president of the Cockshutt Plow Co., Brantford, Ont., recently spent a week in the West making a quick trip to the Western branches of the company. Mr. Mott said: "During my trip in the West as far as Alberta, I naturally took pains to observe agricultural conditions, also to augment my observations by reports from the various branches of our organization. The farming outlook is very satisfactory."

Do You Want an Experienced Assistant?

Man with over five years' experience in implement, tractor and auto business. Bookkeeper, expert salesman and repair man. Have excellent references from leading companies. Can start at once. For full particulars, address, L. A. R., care of CANADIAN FARM IMPLEMENTS, WINNIPEG, MAN.

A Western Breaking Plow

For about ten years the Edmonton Iron Works have been manufacturing the Van Slyke breaking plow, a strong and powerful implement to be used in breaking up land that has never been cultivated, and virgin soil with roots, stumps, brush, etc. The 1921 model is especially designed for use behind light engines with 10 to 15 h.p. draw bar pull.

This plow lays a flat, unbroken furrow. It is different from the ordinary grubbing plow in the peculiar and original gradual slope of the moldboard. This gives very easy draft in comparison with the width of the turned furrow, and also enables a very flat furrow to be turned, the long rods on the end of the moldboard ensuring the furrow being turned completely. The manufacturers of the Van Slyke breaker state that plows with a very abrupt angle to the moldboard merely grub up the land, leaving all sorts of unevenness. With the Van Slyke it is possible to disc right after the breaker. The width of the carriage is unusual, making the plow very steady in operation, and it is invaluable in side-hill work. The side cutting fin on the landside cuts all roots, so there is no danger of the furrow turning back or being left on edge. In practice, subsequent furrows can be struck in some inches from the previous one, thus permitting a wider turned furrow than the actual measurement of the share.

The 1921 model, cutting a 20-inch furrow, weighs 900 lbs. Its beam is over 8 ft. long and is strongly reinforced by steel plates. The landside, of ¾-in. by 3-in. steel, is about 6 feet long. The fin cutter undercuts the landside of the furrow about 6 inches. The wheels of the Van Slyke are 28 inches high, with wide and heavy tires, each wheel working independently, so that the plow may be set at any angle and to any depth from 4 to 10 inches. The lift gives a clearance of 6 inches. Moldboard is of 1¼-inch steel and of exceptional length.

Toronto Silos

The Ontario Wind Engine & Pump Co., Toronto, recently issued a very interesting booklet entitled "Sunflower Ensilage in Toronto Silos." This publication gives a wealth of valuable information regarding the value of sunflowers as a silage crop, fully describing the methods of cultivating this crop, of harvesting it and transforming it into ensilage.

Full details of the construction of the Toronto silos are given, the features being clearly described and illustrated. Particulars are also given of the complete line of Toronto pneumatic ensilage cutters—a line with a capacity of from 4 to 20 tons per hour. The Ontario Wind Engine & Pump Co. report that they are going after silo business in the West through their Western branch at Regina. Interested dealers can procure copies of this booklet from the branches of the company at Winnipeg, Regina or Calgary.

Many a short cut means a long ride to the hospital.

Hitches—*for Every Farm Job*

The "Caswell" Binder Hitch

Automatic—for use with any Tractor and any Binder

It pays to use the best—use Caswell

Hitches—*for Team Use*

Westwo REGD **Perfect Equalizers**
IN ALL COMBINATIONS

"Dreadnaught" Hitches **"Westwo" Plow Hitches**

Write for Description and Prices

D. Ackland & Son Limited
WINNIPEG CALGARY

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. *Ltd.*
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

U.S. Grain Growers Form Company

On April 14, over one hundred delegates from the 23 leading grain growing states adopted a grain marketing plan at a meeting held in Chicago. The plan provides for the incorporation of a non-stock, non-profit corporation, to be known as The U.S. Grain Growers, Inc. This co-operative organization will be owned and controlled exclusively by growers of grain. It will embody terminal sales agencies, warehousing facilities, a finance corporation and a marketing news service. Grain growers will be asked to take membership in the organization at $10 each.

Membership application means that the grain grower will be asked to sign a contract for a period of five years by which he agrees to sell his grain through the co-operative elevator or local grain growers' association. These agencies in turn will sign contracts with the U. S. Grain Growers, Inc., for the marketing of the grain.

In view of the ramifications of the Grain Growers organizations in Western Canada, it will be interesting to follow the progress of this movement in the United States. In that country, as in Canada, the original idea of grain marketing may blossom into a selling scheme whereby the implement retailer and many other classes of retail men will be considered as useless cogs in the wheel of distribution. Implement interests in the States will have a parallel to consider from our experiences in the Canadian West.

Prices of Engines in Great Britain

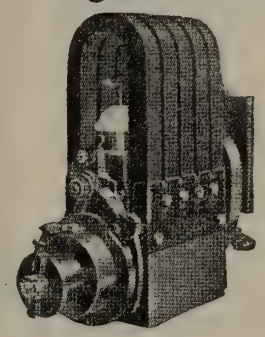
Engine manufacturing concerns in Great Britain are at present making a big selling effort for farm types. One line shows quotations for 3½ to 4 h. p. engines of $262.50, and 5 h.p. $350. Another line has the following prices, for engines complete with pulley and skids: 2 b. h. p., $310; 3 b. h. p., $340; 5 b. h. p., $430 and 7 b. h. p., $550.

The Standardization of Parts

The bill introduced at Ottawa by A. B. McCoig, M.P., regarding the standardization of parts of farm machinery, has been referred to the Committee on Agriculture and Colonization. In view of the opposition to this measure and of the technical problems involved, it seems unlikely that much will be done in this connection. As a matter of fact, farm machinery is largely in the process of mechanical development. Until perfection in every unit be attained, standardization will be held back. Should improvements in structural design, in methods and mechanical efficiency, take place, what is standardized may rapidly become obsolete. Yet there are many minor features in implement design which to-day can be standardized with profit to the industry and the farmer. Such standardization need not kill the individuality of the machine as is so often claimed. Because tractor motors are largely standardized has not eliminated the individuality of the tractor.

Some never get round to being square.

Magneto Repairs and Replacements



We carry in stock at all times BOSCH, BERLING, DIXIE and K-W Magnetos.

Over 500,000 repair parts for all systems, and $20,000 worth of special equipment enable us to give a 24-hour repair service on all makes and a real guarantee with each repair.

Send for catalog to-day.

Special terms to dealers.

Acme Magneto & Electrical Co. Ltd.

148 PRINCESS ST. : WINNIPEG, MAN.

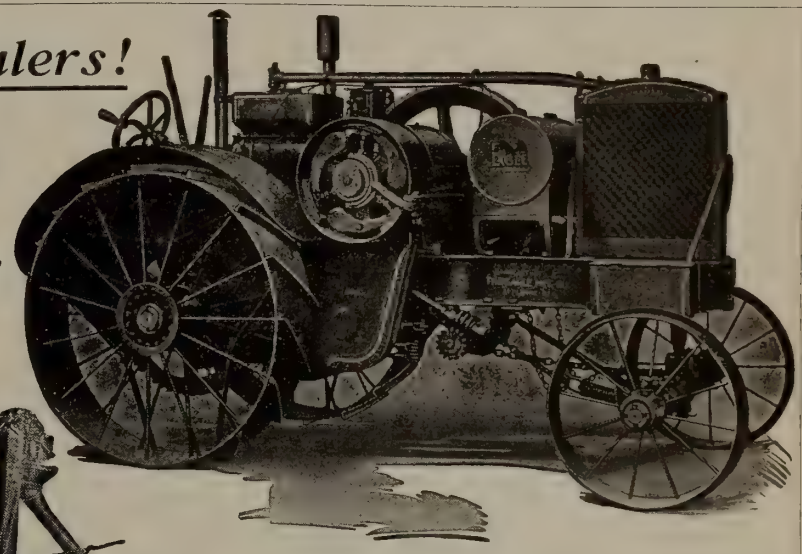
The Foremost Electrical Repair Shop in Canada

Quality Products for Quality Dealers!

EAGLE **Farm Tractors**

12-22 H.P. 16-30 H.P.

THE SIMPLEST TRACTOR BUILT

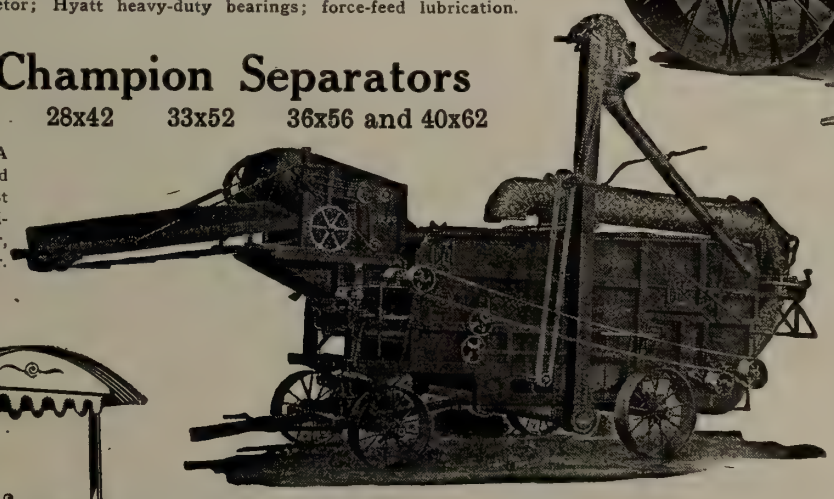


We are exclusive sales agents in Canada for this line. Eagle Tractors are unequalled for both field and belt work. 12-22 H.P. has 7 x 8-in. stroke, twin-cylinder, valve-in-head motor. 16-30 H.P., 8 x 8-in. stroke, twin-cylinder, valve-in-head motor. Horizontal, slow-speed, heavy duty engines that give smooth, steady power for threshing. Note the large, wide-faced belt pulley—right where it belongs. Use kerosene or gasoline. Dixie ignition; impulse starter. Schebler carburetor; Hyatt heavy-duty bearings; force-feed lubrication. Ask for literature.

"Waterloo" Champion Separators

20x36 24x36 24x42 28x42 33x52 36x56 and 40x62

Canada's foremost threshers. A size for every farm. Guaranteed grain savers, they do clean, fast and efficient work under all conditions. Complete with wind stacker, feeder, wagon loader and register.

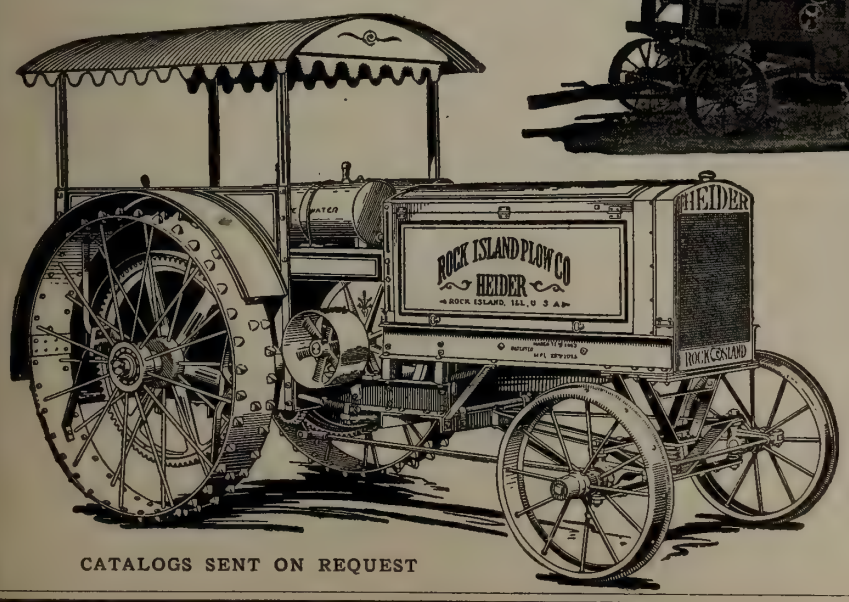


"Rock Island" Tractor Plows

Nos. 9 and 12.—Work perfectly with any tractor. Have famous CTX moldboard. Furrow wheel lift, 2, 3 or 4 bottoms.

"Rock Island" Tractor Discs

No. 38 Tractor Disc is in big demand. Gangs work independently. All levers operate from tractor. 8 and 10-ft. sizes.



Heider Tractors, 12-20 and 9-16 H.P.

Have over thirteen years' satisfactory field work behind them. The Heider calls for minimum service. No gears to strip—15 to 20 per cent fewer parts. Seven speeds, forward and reverse, with one lever, all on one motor speed. No transmission gears. Resistless pull without jerking or vibration. Use gasoline or kerosene without carburetor changes.

GET OUR ATTRACTIVE SALES PROPOSITION

Our Line includes: Kerosene and Gasoline Tractors, Plows, Discs, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers' Supplies, etc.

The Waterloo Manufacturing Co., Ltd.

REGINA PORTAGE LA PRAIRIE SASKATOON

Alberta Distributors:
United Engines & Threshers Ltd., Calgary and Edmonton

CATALOGS SENT ON REQUEST

Are You Operating on a Proper Business Basis?

By A. A. THOMSON

In the last issue of this publication, "Old Timer" gave some very interesting views upon the status of the implement dealer. They all come back to the question: "What is an implement dealer?"

It is the belief of the writer that the greatest essential for the implement dealer to-day is to know exactly how he stands. Income tax papers had to be filled in last month. Was it a simple matter or the reverse?. For the dealer who carries on his business upon a proper business basis the job should not be formidable. To give an accurate return the dealer had to know the total value of the merchandise he sold, his inventory at the start and finish of the year, and his total expenses. Mark that last point—total expenses. Upon that depends success in the retail implement business to-day. If you have your total volume of sales and have an accurate record of what it cost you to secure that volume, you should know very accurately your percentage of overhead expense.

In operating upon a proper basis the same fundamental laws apply to the retail implement store as to the large implement factory. That's a hard fact. Within the memory of most of us is the case of one manufacturing concern that has undergone three re-organizations. Finally they installed a cost system that necessitated an expenditure of $50,000. Ever since then that firm has been steadily prosperous. If this is worth while in a big concern, it is equally vital in your business, no matter how small it may be. Business records are an essential.

You know what you pay for the goods; you know what margin you get for their re-sale. That's your profit. But do you know to a cent what it costs you to sell them? Do you keep a close tab on every expenditure in connection with your business? Do you pay yourself a wage or salary each month? Do you keep track of such operating expenses as the following:

Wages paid your employees and yourself; rental, light, heat, repairs and maintenance to building; operation and maintenance of any cars or trucks used in connection with your business; taxes, licenses, insurance, freight, express, cartage, telephone, office supplies, interest on borrowed capital, bank charges, depreciation on premises and equipment, gasoline, oils, tires, etc., etc.

Unless you have a record of every item of expense in connection with carrying on your business, you can not say whether you sell an implement at a profit or a loss—for you can not apply the correct overhead expense to the individual sale.

The manufacturer and the wholesaler are blamed at times for conditions in the retail end of the game. Are conditions not at times simply what the dealer has made them? Unless he is thoroughly efficient and up to the minute in a business sense, sooner or later the effect must be felt. The implement business is, by long odds, the most important business in this country. All wealth comes out of the soil and before that wealth can be produced the implement dealer and his stock in trade must be on hand. Is there any line in which the retailer should be more efficient or a better business man?

The day is past for hit-and-miss methods in carrying on an implement business—for keeping all the records considered necessary in a dog-eared scribbler. The type of dealer who does not adopt proper business principles cannot hope to survive. What the trade requires, as Old Timer pointed out, is good men, knowing the trade, serving the community, men who run implement stores with proper office systems and efficient methods.

Service and Salesmanship

The implement business cannot be regarded as a side line to eke out a living. The years ahead will demonstrate the fact that the dealer who is to survive is the man who not only knows how to run an implement business, but who can make money doing it. Even as other classes of retail merchants devise means of being successful, so must the implement dealer. A man selling implements is selling one of the hardest products to place—high priced machines to men who have a concise knowledge of what those machines should do. The dealer should never be satisfied until he has proved to his satisfaction that a given system of selling is the best.

In this trade service to the customer is absolutely essential. Beyond this lies such features as: Personal contact with customers; knowing the needs of your community and filling them by carrying the best possible goods for local conditions; advertising and keeping what you sell steadily before the farmer; adherence to strict business methods regardless of consequences.

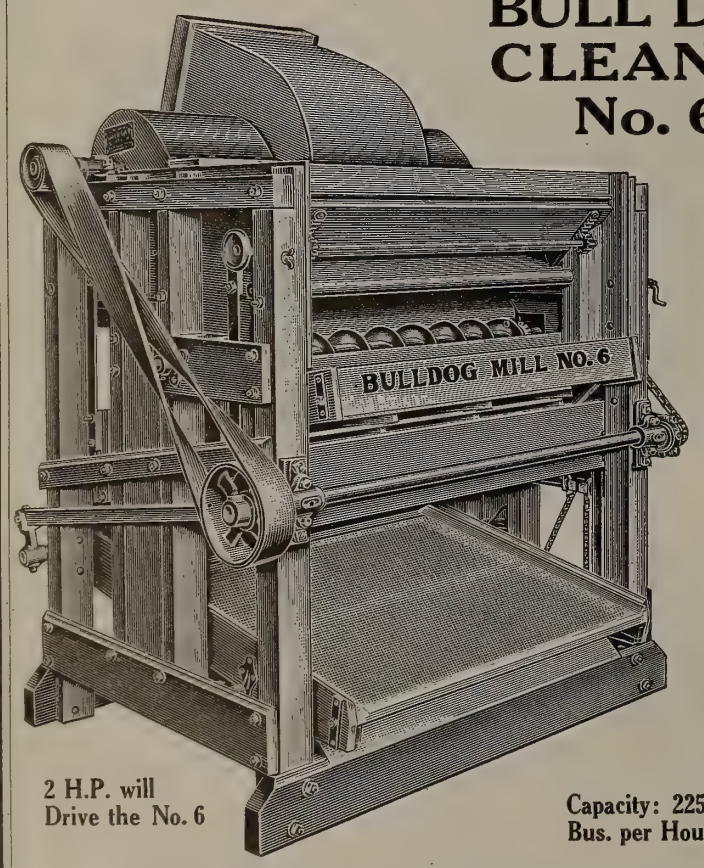
If your business can afford it, have minor details, such as bookkeeping, clerking and such matters seen to by someone you can hire. A $15-a-week girl may be a very profitable investment for you—assuming that you have a well-defined and proper business system for her to follow. Specialize personally in the active work of solicitation and the maintenance of the right kind of relationship with your customers. No dealer should ever forget the fact that the farmer always prefers to do business with the "boss" rather than any underling.

Know the goods. There may be lines of business where sales bluff and talk, where generalities will get sales—but this will not apply to the implement business. Study every implement, its design, construction, functions and adaptability. Further, the real implement dealer must be a little more than half a farmer. He must know field conditions and what the implement has to do. He must be able to show, at every point in a sale, why the implement will pay as an investment, why it is superior, why the farmer will find it do the job for which it is made quickly and economically.

The dealer can never expect that margins will be completely satisfactory so long as he is not competent to close sales himself. The cost of sending special canvassers or salesmen to close deals, to turn prospects into orders, is a factor that the dealer should do without. Any man can locate prospects—but the real implement dealer is the man who

Announcing the Latest Addition to the Famous "Bull Dog" Line—the

BULL DOG CLEANER No. 6



You Can't Equal It!

Just Look at the Design!

2 H.P. will Drive the No. 6

Capacity: 225 to 250 Bus. per Hour.

A PERFECT SMALL POWER MILL FOR THE LARGE FARMER, MILLER OR SMALL ELEVATOR

Built especially to meet the requirements of the man who wants to clean grain as fast as he threshes it, also for the small elevator and big farm. Look at it. Built like a battleship. Heavy hardwood frame, bolted and trussed. Upper shoe has side shake—lower shoe has end shake. Large suction fan takes off all chaff and dust as grain leaves hopper, blowing it out of building. Overshot feed; force feed roller; re-cleaning system. Let us tell you about it. We can ship at once.

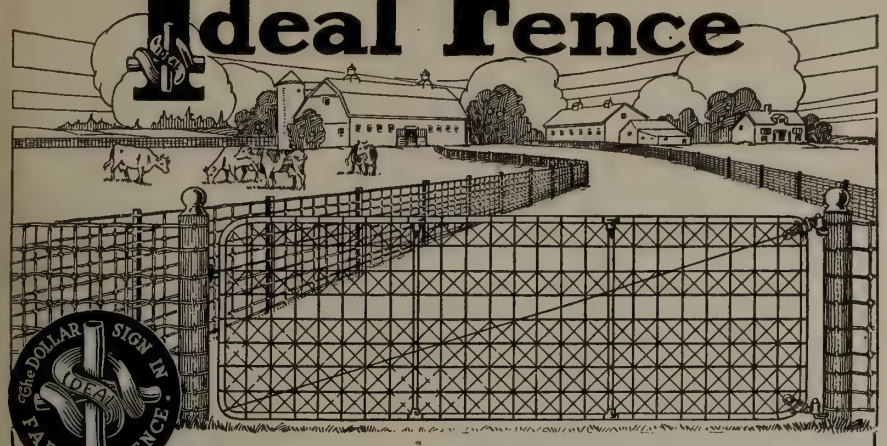
Makers of the Largest Complete Line of Grain-Cleaning Machinery in North America. Capacities from 25 to 1000 Bushels per Hour.

THE TWIN CITY SEPARATOR CO. Ltd.

QUELCH STREET WINNIPEG, MAN.

Address all correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

Ideal Fence



Quality and Value make Ideal Fence the most Profitable Line you could Handle

Everywhere you go in Canada you will see Ideal Fence—along the railway and highways, around farms, around town and city homes and parks. Wherever lasting fence protection is required Ideal is chosen, because every test proves it to be the strongest and best fence made, yet it sells for no more than ordinary fence.

We are backing Ideal quality and worth with a strong advertising campaign, which is having beneficial results for Ideal Fence dealers. We offer you the same co-operation.

Write for our attractive Dealer Proposition

Ideal Fence and Spring Company of Canada, Limited
Windsor, Ontario Winnipeg, Manitoba

MADE IN CANADA

Two Profits From SILO SALES

THE DEALER who sells the *Ideal Green Feed Silo* makes two profits. The first one is his regular dealer's profit; the second and much larger profit is the one that comes to him through the immediately increased prosperity of his community. Actually the second profit is so large and so certain that, if necessary, the dealer could well afford to forgo his selling margin.

An Ideal Silo on Every Farm

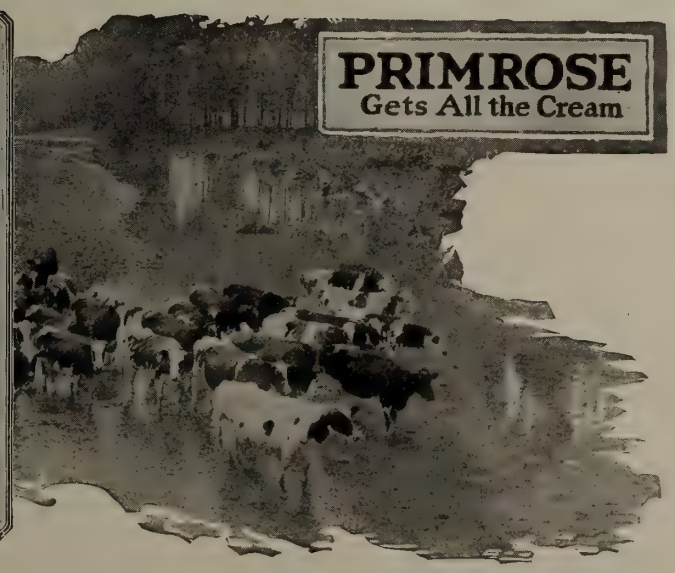
Would immediately increase land values and the farmers' buying power. Credit sales and bad debts would be reduced to the minimum and the dealer's capital would turn over three times where it turns once to-day. Agricultural prosperity follows the use of the Silo; it means the equivalent of June pastures in January and greater production at less cost.

THE IDEAL SILO

Is made of carefully selected materials and every detail of it is fully up to the high standard of other De Laval products. Years of experience in Silo construction have taught us every requirement, with the result that the "Ideal" is in fact what its name implies. The sale of Silos will represent a big business this year and in future years and with the two-fold profit in mind, every De Laval dealer should immediately take steps to benefit himself and his community by securing a contract for the sale of the Ideal.

Catalogue and full particulars on request. Act now, so that your customers may make provision for a silage crop this year.

The De Laval Company Ltd.
Vancouver WINNIPEG Edmonton



International Agents

Make This a Primrose Year

THE SATISFACTION which users find in *Primrose* Cream Separators is due to quality. These separators are made as mechanically perfect and efficient as it is possible to make a separator. They are products of a Company backed by ninety years of manufacturing experience, whose reputation as makers of dependable farm equipment is world-wide.

The *Primrose* is the only separator with two wide-open cream outlets. The regulating screw is in the skim milk outlet, where adjustment is easy. Instead of restricting the small volume of cream, the large volume of skim milk is regulated.

Primrose separators get all the cream. Capacities range from 350 to 850 pounds of milk per hour. Direct power drive and electric motor drive equipment are available.

Factors like these make *Primrose* sales for the International agents. It is the proper time for redoubling effort on sales. Cash in on dairying prosperity and *Primrose* value.

Arrange your prospect lists and call on the co-operation of the branch house.

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N B.

gets his prospect and sells them. Let the dealer depend upon his own efforts and he will make more money in the end.

Herein lies the necessity for the dealer of to-day studying salesmanship. Wherever possible use the experience of the traveller, who is usually an efficient salesman. All ideas to the contrary, salesmanship is not "hot air"—and in the years ahead only the salesman will succeed in the retail implement trade. Knowing the goods, knowing how to sell them and knowing what it costs to sell them—with these three qualities a man should be able to make a success of the retail implement trade. And we repeat: It is not a business that can be made successful as a side issue—a possibility of business simply when business offers. In direct ratio to the importance of the implement business is it necessary that the men retailing implements be trained salesmen, good executives, energetic, efficient and business-like in conducting their operations. The dealer who possesses these qualities will not be heard to declaim that as a calling retailing implements is profitless.

A New Sharples Separator

The Sharples Separator Company has shown a most keen insight into the agricultural and trade conditions of the country just at this time, as is evidenced by the big sales campaign started March 1st. The fact that the farmers were putting off the purchase of cream separators this year for various reasons led this company to come to the decision that a decided stimulus was necessary in the separator business, and the story of the Sharples machines and the Sharples plan has been told to the Canadian farmer during the past month through the agricultural papers.

This publicity dealt with the development of the new sizes of the Sharples suction-feed separator at a popular price, as well as the announcement of a general reduction of prices on the full Sharples dairy separator line, which brought these prices to practically a pre-war level.

The new Type C Sharples suction-feed separator was developed for the average farmer; that is, the farmer who milks only a few cows. With a capacity of 200 pounds, this machine is stated to meet the requirements of hundreds of thousands of farmers who have not felt that they could use a larger machine and, at the same time, the quantity production on this machine enables the Sharples Company to quote a price of $50 cash, f.o.b. factory.

The complete story of the Type C machine has been told to the farmers and the response has been remarkable, says the manufacturer, indicating that this machine is meeting a very popular demand and one that should enable the dealers to cash in, in a big way, on this business. The Type C machine is claimed to have every exclusive feature of the regular Sharples suction-feed machine, such as the suction-feed principle, which enables it to skim clean and deliver a cream of even density at any speed at which the machine may be turned; the Sharples tubular bowl, with no discs, and the perfect automatic oiling system of the Sharples machine. It is being sold through the Sharples Canadian branch houses at Toronto and Regina.

Lockyer with Perfection Mfg. Co.

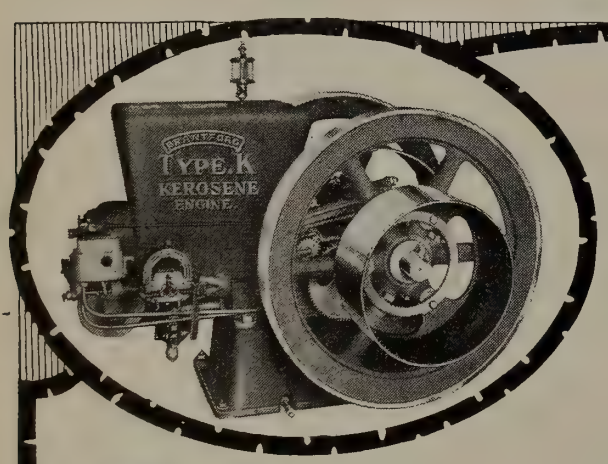
E. A. Lockyer, who for the past couple of years has been sales manager for H. F. Bailey & Son, of Galt, Ont., has resigned and has accepted a position as branch manager at Toronto for the Perfection Manufacturing Co., of Montreal and Vankleek Hill, Ont., manufacturers of the Perfection milker.

Tractors Tow Barges

Tractors are now employed in towing canal boats of 350 to 400 tonnage between Liege and Antwerp in Belgium. It takes from five to six days to make the ninety-five mile trip.

A New Battery

A new storage battery has been put on the local market by the Climax Manufacturing Co., Winnipeg. This battery is manufactured in Winnipeg and when put through stringent tests was found so reliable that the concern are able to give a guarantee of eighteen months with every Climax they turn out.



THE FARMER'S POLICY:—MORE ACRES IN LESS TIME—AT LOWER COST

The value of his products is less. He must reduce operating costs to the minimum, but must increase his acreage. He will buy the power equipment that will give him most for his money, in value, service and efficiency. That is why the G.S.M. line will be in big demand.

Made-in-Canada "Beaver" Tractors, "Ideal" Windmills, "Maple Leaf" Grinders, Type "K" Kerosene Engines, Concrete Mixers, Steel-Saw Frames, Power and Hand Pumps, Pumping Equipment, Steel Tanks. There are also Plows, Threshers, etc.

Type "K" Brantford Kerosene Engines

Economical, Reliable Power for the Farm

If your engine business is not profitable there's a reason. Handle the type "K" perfect kerosene burner and watch your sales grow. There are three sizes, 2, 4 and 7 H.P. This engine is equipped with a speed change device, governor, magnto ignition and has built-in fuel tank. Send for our latest engine literature.

Brantford "Ideal" Junior Batch Concrete Mixers

A splendid machine for the farmer or small contractor. Thoroughly mixes from 4 to 6 yards per hour. Drum has 15 mixing blades. Supplied with either 2½ or 3½ H.P. Ideal vertical engine, which is protected from dust and dirt by steel casing. Friction clutch controls chain and sprocket drive. Heavy steel frame and steel truck. Very little vibration. Outfit weighs 2,200 or 2,500 pounds. Send for details.

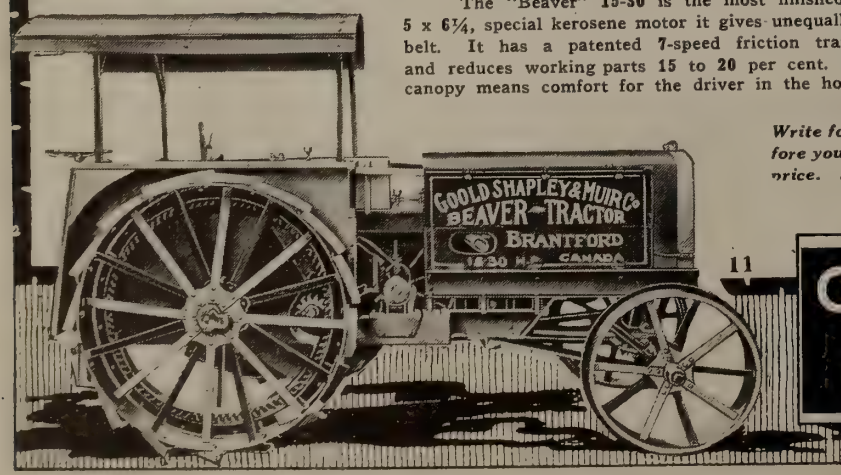
"Ideal" Pumping Windmills The Cheapest Power Sold

The "Ideal" double-geared pumping windmill has few working parts. Coupled with a perfect lubricating system, the roller and ball bearings assure operation in the lightest breeze. Automatic adjustment to wind—the famous "Pull in" design; they brake automatically with no chance of a wreck. The "Ideal" has a strongly built and braced tower, girted every five feet.

"Beaver" 15-30 Tractor

DEPENDABLE POWER FOR ALL :: FIELD AND BELT WORK ::

The "Beaver" 15-30 is the most finished product on the Canadian Tractor Market. Equipped with a 4-cyl. 5 x 6¼, special kerosene motor it gives unequalled service in all haulage and belt work; develops 50 h.p. on the belt. It has a patented 7-speed friction transmission which does away with all jerking, gives perfect control and reduces working parts 15 to 20 per cent. Frame is heavy; wheels extra strong and a light, strong, serviceable canopy means comfort for the driver in the hot weather.



Write for literature on the "Beaver" 15-30. Secure your territory before your competitor snaps it up. No duty—no exchange, reasonable price. Special sales offer and liberal quantity discount. Line up with

11

Goold Shapley & Muir Co. Limited

Distributing Warehouses: Portage la Prairie, Calgary, Edmonton, Saskatoon

Factory—Brantford Western Head Office—Regina

Ignorant Wheat

Seed wheat is a very ignorant grain. It does not even realize that there is such a thing as business depression. It knows not the meaning of the word "wait" or "hesitate."

It has just one interest in life — to be fruitful and multiply. When its time comes to ripen, it won't wait for farmer or dealer to get the twine they were late in ordering. Ordering Binder Twine *now* will insure your getting your twine in time. Your customers will be ready when the wheat ripens.

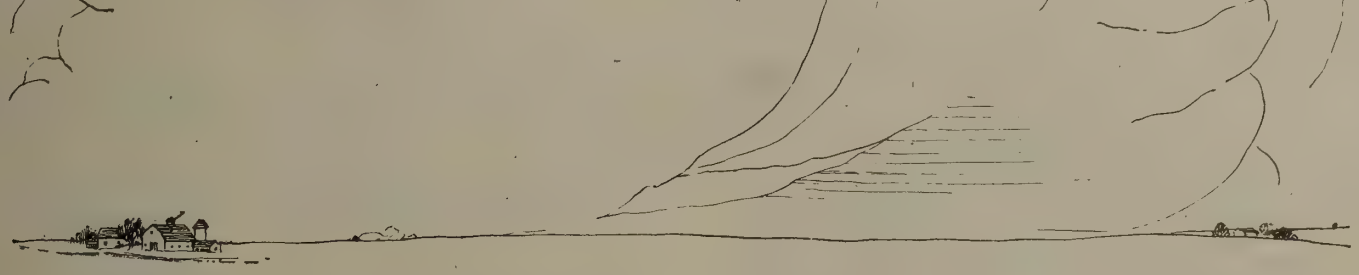
Plymouth Cordage Co.

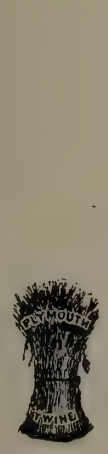
Welland, Canada

Canadian Distributing Agencies

W. G. McMahon
(Representing Lindsay Bros.)
Winnipeg, Man.

Hobbs Hdw. Co., Ltd.
Toronto, Ont.





PLYMOUTH TWINE

5-38

International Harvester Report Shows Record Volume but Reduced Profits

The annual report of the International Harvester Co., for the year 1920, shows that last year the company did the largest business in its history, yet the net profit was smaller than in 1919. Total sales aggregate $225,000,000, compared with $212,000,000 in 1919 and $204,000,000 in 1918. Notwithstanding the difficulties of foreign trade, owing to higher freights and exchange conditions, the volume of foreign sales, including Canada, was the largest in the company's history, totalling $60,000,000. The net profit in 1920 was $16,655,000, which compares with a profit of $20,011,000 in 1919 before deducting the balance of war losses charged off that year. The percentage of net profit to the capital invested was 7.9 per cent in 1920 and 9.6 per cent in 1919 before charging off war losses. Gross earnings totalled $23,160,074. Deductions of $6,032,721 for interest on loans, ore and timber extinguishment, plant depreciation, special maintenance, provision for losses in receivables, etc., left the net profit, as stated, at $16,655,000, as above:

"Machine selling prices in 1920 showed an average increase of about 60 per cent, above pre-war prices, and repair parts showed an average increase of only 40 per cent", the report says. "The average increase in prices of all commodities for 1920 was 143 per cent over 1914. The company derived practically no increase in machine selling prices in 1920 over the preceding year while manufacturing costs increased more than 10 per cent, due principally to higher material markets and higher wages paid to labor. The average number of employees on the payroll in 1920 was 48,280, with a total compensation of $89,930,000, as against 40,480 employees in 1919, with a total payroll of $63,040,000."

Under the company's new extra compensation and stock ownership plan, adopted in and effective for 1920, whereby 60 per cent of the profit in excess of 7 per cent on the invested capital goes to the employees, $2,760,263 will be distributed about May 1 among about 24,000 eligible employees. This extra compensation amounts to 1¼ per cent of the sales for the year.

The capital expenditures during the year aggregated $13,550,000 for new plants, additions, extensions and improvements to existing properties. These included the purchase of the Richmond plant of the American Seeding Machine Co., the plant of the Springfield Spring Co., Springfield, O., and a site for a twine plant at New Orleans.

Collections Declined

Cash collections on business transacted during the year were 87 per cent in the United States, 75 per cent in Canada and 70 per cent in European and other foreign trade. Collections were unusually good in the first half of the year, but declined seriously in the latter half, resulting in a smaller volume of cash than in 1919, when 94 per cent was collected in the United States, 80 per cent in Canada and 75 per cent in other countries. The average for five years preceding the war was 77 per cent in the United States and 45 per cent in Canada.

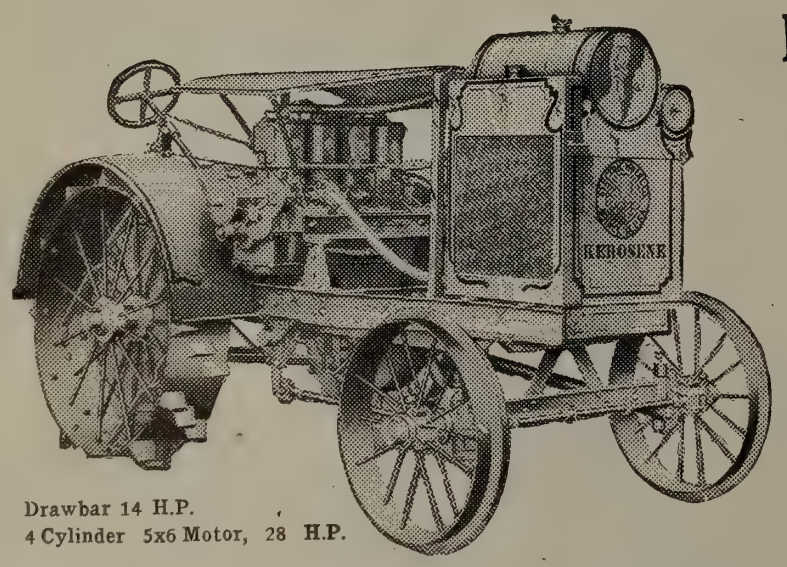
The annual report makes public for the first time the fact that the company has made plans for building a binder twine mill at New Orleans. The report shows that a 21-acre site on the Mississippi River opposite New Orleans has been purchased for that purpose.

The company's industrial council plan, adopted in March, 1919, has been very successful. There are now 22 work councils and 175 employee representatives. There are 8,200 employee shareholders. Last July an increase was authorized in the preferred stock from $60,000,000 to $100,000,000, and in common stock from $80,000,000 to $130,000,000.

The additional property value of the company in Canada is given as $617,856 for the year, and in the United States as $8,054,559. During the year bad debts totalling $678,310 were written off. Two million dollars was was provided for a reserve to meet collection expenses. Farmers' and dealers' notes receivable amounted to $36,940,853, and accounts receivable to $23,778,877. Under its pension system the company paid $278,000 in 1920.

The engine, cream separator and tractor capacity of the Milwaukee plant is shown as 150,000 machines, with 30,000 tractors as the annual capacity of the Chicago works. The four twine plants have an annual capacity of 142,000 tons. Under normal conditions the wagon works at Chatham have a capacity of 15,000 jobs; the Hamilton works of 125,000 tillage implements.

Even the postage stamp can be licked, if you do the job behind his back.



Drawbar 14 H.P.
4 Cylinder 5x6 Motor, 28 H.P.

Progressive Dealers Value the WHITE LINE

Because of its Established Reputation and Unequalled Quality.

White quality backed by the White guarantee for service, will give you prestige and profits.

WRITE TO-DAY FOR OUR DEALER PROPOSITION. IT SHOULD INTEREST YOU.

The New White Allwork Tractor

Nothing made in farm engines is more simple and effective—whether used in traction or belt work—than this All-Purpose Tractor. The new 1921 Model operates at three speeds, is equipped with roller bearings throughout, detachable cylinder heads and other improvemnts. It is a four-wheel, four-cylinder engine with heavy duty tractor motor placed crosswise on double channel reinforced steel frame. Direct drive—no chains or bevel gears; all gears enclosed and oiled automatically; high tension magneto with impulse starter. Automobile steering device; guaranteed to burn kerosene without water successfully under all loads. Big reserve power. Shipping weight only 5,200 lbs. Built throughout from the best quality material to give economical and efficient tractor service.

White Challenge Separators

are the choice of farmers who want a machine to do Speedy, Clean, Efficient Work at a Minimum Cost.

The whole machine from feeder to stacker is built from experience to do fast, thorough work under all conditions. Built in sizes: 20 x 36, 24 x 40, 28 x 46, 32 x 54, 36 x 60, 40 x 66. We have a full line of new and rebuilt steam engines, also thresher supplies.

Send for full descriptive material.

The GEO. WHITE & SONS COMPANY Limited

MOOSE JAW, Sask. *BRANDON, Man.*

Canadian Twine Plant Busy

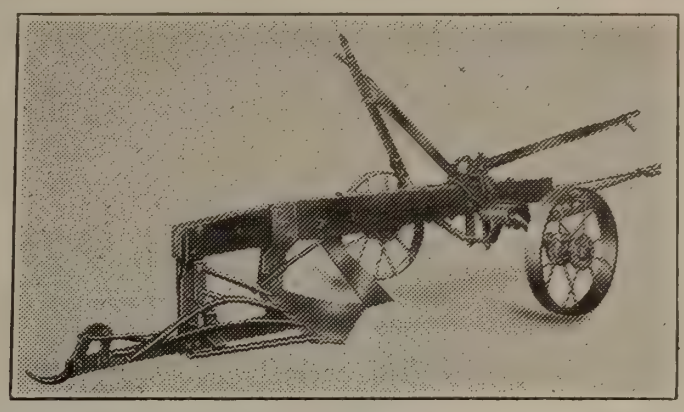
The Brantford Cordage Co., Brantford, Ont., manufacturers of binder twine, state that their mills have been operating at utmost capacity continuously 59 hours per week and have only closed down for five days for necessary repairs in the last eighteen months. This gives some idea of the volume of twine and cordage produced.

C. L. Messecar, general manager, states that the Brantford Cordage Co. are now the largest makers of binder twine in the British Empire. The Binder Twine Association of the United Kingdom recently stated that no binder twine plant in Great Britain compares with the Brantford concern as regards production. The output of the largest British producers does not exceed 3,000 to 4,000 tons, and only one British plant comes within reasonable distance of the output of the Canadian concern. Mr. Messecar concedes that the labor and fibre situation has been a problem for the past three or four years, but with present improved conditions believes the quality of their binder twine this year is equal to, or better than, they have ever produced.

Canadian Fairbanks-Morse Co. Shows Lower Earnings

The annual statement of the Canadian Fairbanks-Morse Co. Ltd. head office, Montreal, was recently issued, as covering operations for 1920. Profits amounted to $279,562, as against $625,149 a year ago, and $1,310,597 two years ago. The surplus in 1920 was $133,806, as against $314,069 in 1919. Last year profits fell 52.3 per cent from the previous year's high record total, and the 1920 profits are 55.3 per cent lower than 1919. After all deductions net earnings on the common stock were $89,347, or equal to $1.06 on the 34,327 no-par-value common shares, against $442,069 in 1919, or equal to 27.63 per cent on the 16,000 par value $100 shares then outstanding.

Some people never crack anything—not even a smile.



VAN SLYKE BREAKING PLOW

Latest improved 1921 model (20-in.).
Also made as a horse plow.

A Western Plow Built in the West for the Western Farmer

Strong and powerful, lots of clearance, easy draft, cutting an extremely flat unbroken furrow, completely buries any brush. Will do as good work in either brush or prairie.

OVER 1,400 IN USE TO-DAY. *ASK ANY USER.*

ATTRACTIVE PROPOSITION FOR AGENTS :: WRITE FOR PARTICULARS

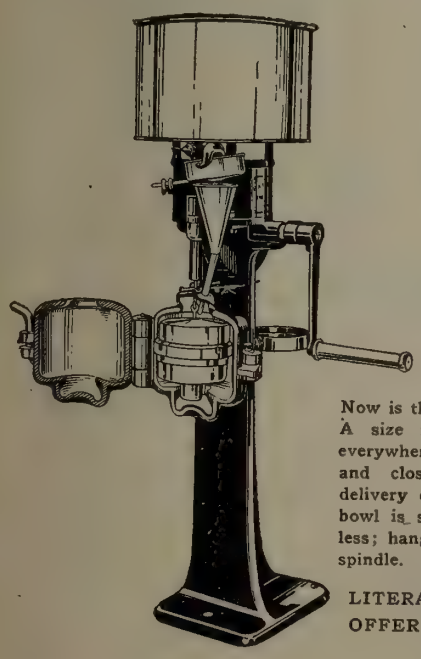
THE EDMONTON IRON WORKS, Ltd.
EDMONTON, ALTA.

When writing advertisers mention "Canadian Farm Implements."

LISTER SILOS Solve the Winter Feed Problem for the Farmer.

With a sunflower crop and the Lister Silo, your customers are assured ample, palatable winter feed on which their stock thrives. Sleek, healthy cattle, better condition and bigger milk flow follow the use of a Lister Silo. Our stave Silos give long life and complete satisfaction—and a splendid margin of profit for the dealer. Staves are treated with damp-proof preservative. Roof and doors are air-tight. Self-supporting roof with ventilator and window; ⅝-inch hoops, with unbreakable malleable tighteners; adjustable door clamps.

No service required. The farmer can erect them. Handle Lister Silos. You make nice profit on every sale. Start a silo campaign in your district. Let us tell you about the Lister Silo.

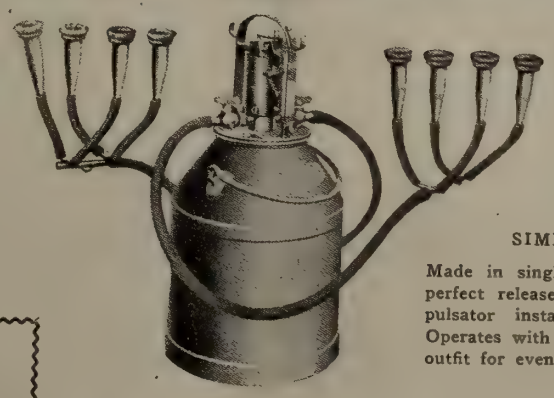


Melotte Cream Separators

12 SIZES: CAPACITIES from 280 to 1,300 Pounds

Now is the time to sell the Melotte. A size for every farm. Known everywhere for quality construction and close skimming. Immediate delivery of all sizes. The Melotte bowl is self-balancing and frictionless; hangs free from a ball-bearing spindle.

LITERATURE AND AGENCY OFFER SENT ON REQUEST



LISTER MILKING MACHINES--an Effective Sales Producer for You

They have been in use the world over for over 16 years, and our 1921 model is the last word in milker construction and efficiency.

SIMPLE, SANITARY, TROUBLE-PROOF

Made in single or double units. The Lister Pulsator gives perfect release of the teats. Cups can't fall off. Stroke of pulsator instantly adjustable to suit the individual cow. Operates with any 1½ H.P. engine or motor. An economical outfit for even the farmer with a few cows.

THE COMPLETE LISTER LINE INCLUDES:

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants. "Melotte" and "Lister-Premier Cream Separators, Milking Machines, Ensilage Cutters, Silos, Churns, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc. Ask for Catalogs.

R. A. LISTER & CO. (Canada) LIMITED

WINNIPEG TORONTO

The Modern Tractor in the Orient

Hiram K. Moderwell, writing from Cairo, Egypt, says:

If you want to know how the Egyptians plow their soil go to the tombs of the Pharaohs.

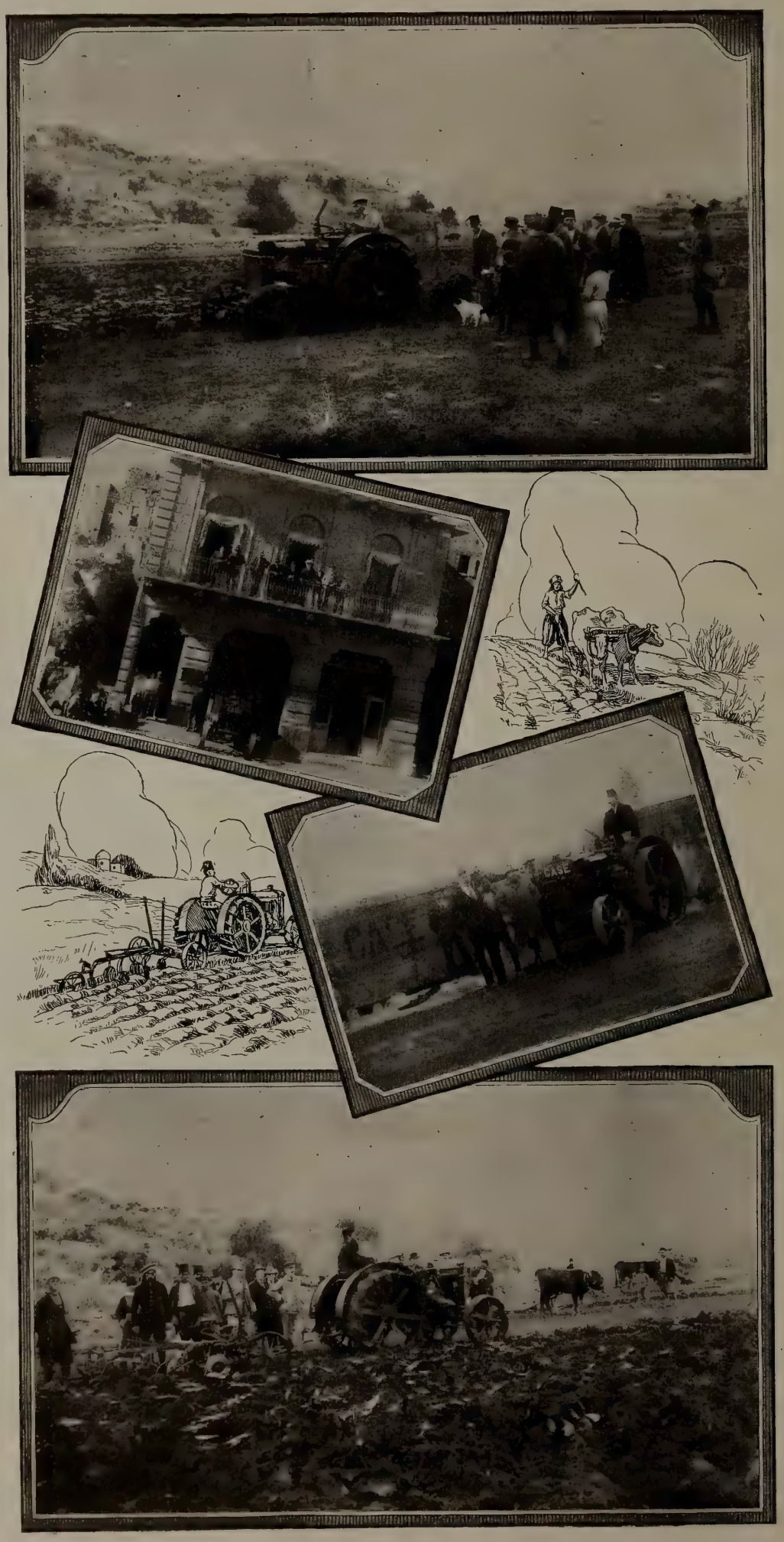
Here, in pictures painted 5,000 years ago, you will see modern Egyptian agriculture in all its essentials, save for the irrigation. The plow, made of two sticks fastened together, V shaped, and held so that the point pierces the ground, and this implement attached half way up to a long pole whose other end is fastened to a crosspiece and pulled by a yoke of oxen—that is the plow of Egypt to-day, and it is all painted, in every detail, on the walls of the tombs. The harrow is there too, and it is equally primitive. Likewise the winnowing with the bare feet and the threshing with a rude roller.

It has remained to North American manufacturers to introduce modern power farming equipment into the country and to teach the people to use it. The chief difficulty to be overcome is the attitude of the Egyptian fellah who says, "What was good enough for my ancestors 5,000 years ago is good enough for me. I know how to work this plow of mine, which has never failed my ancestors and will never fail me. But this new fangled 'thing"—and then he shrugs his shoulders. Inshallah!

All the same the modern tractor salesman has something to teach. The chief difficulty is that these new fangled machines behave so queerly. Why must one have to know so much, says the fellah (peasant).

But demonstrations given right before their own eyes, are gradually breaking their stone wall skepticism. To bear out this statement, we submit a few photographs of Case tractors doing missionary work.

The first picture shows the first tractor delivered in Damascus after being driven overland, a distance of about 78 miles. The machine arrived in perfect condition after having climbed two mountain ranges, each of 2,200 feet elevation, drawing the plow. At this demonstration, the Case 15-27 and Grand Detour plow shown plowed a furrow 25 centimeters deep (centimeter, .393 inch), which is quite a record for depth for that territory. In the foreground of the bottom photo you will notice two pairs of cows plowing with the old fashioned stick. They could just penetrate three centimeters.



Case Tractors Operating in Egypt and Syria

The next picture is a dealer's place of business, the offices of the African and Eastern Trading Corporation. Note on the right and left the ruins of buildings devastated by the war.

This shows the way machinery is received at the docks at Beyrouth. The packing case at the right contains a 10-ton roller, the case at the left has within it a complete light weight Case thresher. On the 15-27 tractor is Derwiseh Effendi El Ojlany, the first farmer to go in for power equipment in Syria.

The last picture is probably the most interesting one of the four. It shows Le Pere Pierre Chaleb, chief of the Chatolipue Press, and chief of the Propaganda Department, operating a "plowing outfit", very interested in the new era of mechanical traction. Local cultivators were much impressed with the demonstration and comparison of plowing methods. Many notables attended, some of whom are shown.

A New Type of Tractor Demonstration

To sell tractors this season the dealer must get out of the rut—must do things a little differently. New and unique methods of putting over the tractor idea are essential. Here's an instance of what one man did:

H. J. Gretter, Hart-Parr dealer at Grandin, N.D., owns several farms in that territory. He has an established reputation for integrity—has local confidence—a big factor in selling tractors. He used the Hart-Parr on his own farms, and he proved that confidence and service are the keynote to success in tractor business.

Realizing this fact, Gretter called on several of his farmer owners near Grandin and suggested that they all join him in a special Hart-Parr plowing demonstration; each farmer furnishing his own tractor and driving it himself. Every farmer invited agreed and Gretter selected tractors which had been in the hands of their owners for one, two and three years to demonstrate durability and continuous service. He then advertised the demonstration through his local papers and by hand bills over his territory. A big crowd attended.

Seven tractors owned by seven different farmers, each one driven by its farmer owner who donated his tractor and his own time in order to demonstrate to farmers of his neighborhood the advantage of power farming.

IMPERIAL
Polarine

Kerosene Tractor Oil

A dark colored heavy-bodied oil suitable for kerosene and gasoline tractor engines. It protects rubbing surfaces from wear—reduces friction—maintains full compression.

Imperial Polarine Kerosene Tractor Oil Extra Heavy

A dark red-colored rich oil of extra heavy body—specially recommended for kerosene and gasolene tractor engines requiring an unusually heavy oil.

Imperial Polarine "A"

A dark red-colored oil of extra heavy body for air-cooled or water-cooled gasoline or kerosene-burning engines. Especially suitable for kerosene tractors and for motor cycles.

The Imperial Chart of Recommendations for ALL TYPES of tractors should be prominently displayed wherever Imperial Polarine is sold. Write to 56 Church Street, Toronto, for Charts.

Selling Tractors and Satisfaction

Imperial Polarine Increases Owners' Satisfaction and Your Sales

YOU clinch every tractor sale you make when you supply the owner with the correct grade of Imperial Polarine. It insures complete satisfaction with his machine and builds goodwill which brings old customers back and creates new ones.

Sell the new tractor owner *correct lubrication* with Imperial Polarine at the same time you take his order for a tractor. Get out into the field after old customers, if necessary, and point out the advantage of using Imperial Polarine as recommended by our charts.

Go after the oil business in your territory with Imperial Polarine and you will soon find that you're getting most of the tractor business, too. Continuous advertising helps you sell Imperial Polarine, and its uniform high quality and dependable service will keep users "sold" on it.

Imperial Polarine is a big profit-maker for dealers. Ask the Imperial Oil salesman about our attractive dealer agreement and its advantages.

IMPERIAL OIL LIMITED

Power--Heat--Light--Lubrication

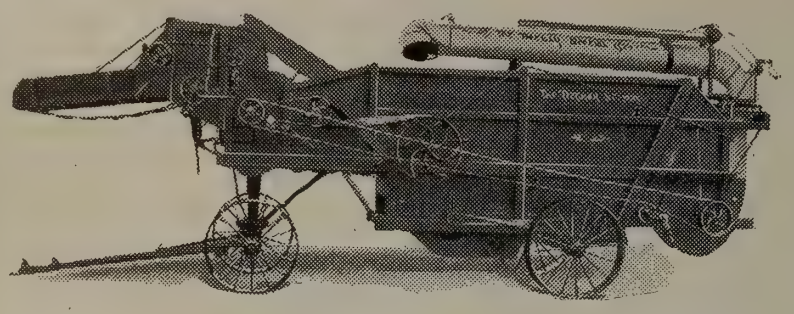
BRANCHES IN ALL CITIES

Will Distribute Caswell Binder Hitches

A. A. Maggard, sales manager of the Caswell Manufacturing Company, Cherokee, Iowa, spent a few days in Winnipeg during last month. Mr. Maggard completed arrangements whereby D. Ackland & Son, Winnipeg, will distribute Caswell binder hitches in Western Canadian territory. The Winnipeg concern already have a good stock of hitches on hand, both primary hitches and the tractor patterns for following.

Mr. Maggard announces that the factory at Cherokee is very busy turning out their line. Nearly twenty thousand hitches are estimated as the 1921 output. He states that trade conditions in the United States show considerable improvement.

Special to Dealers!



The DECKER LINE *of* THRESHERS

A very attractive proposition for the asking. Make sure of your supply before the grain is ready to thresh. Special prices on carload lots.

SIZES RANGING FROM 20 x 42 TO 28 x 46

No other separator better adapted for gas power, and consequently well suited to the individual farmer. A size of separator for every size of gas tractor. Heavy stock of all sizes carried in Winnipeg.

Macdonald Thresher Co. Limited

Head Office and Factory
STRATFORD, ONTARIO

P. O. BOX 862
WINNIPEG, MANITOBA

Fifty-Six Years of Seed Drill Production

In the year that the Civil War closed the first Owatonna seeder was built by Louth & Howe, and its work at that early date in the seeding machine business was considered wonderful. Thirty years later, in 1895, the Owatonna grain drill was perfected, quickly establishing an enviable reputation for light draft. This factor, year after year, has been a feature in Owatonna drills. The manufacturers state that their aim has always been to produce drills that in addition to light draft would assure durability for the owner and the certainty of performance upon which to a great extent depends the resulting crop.

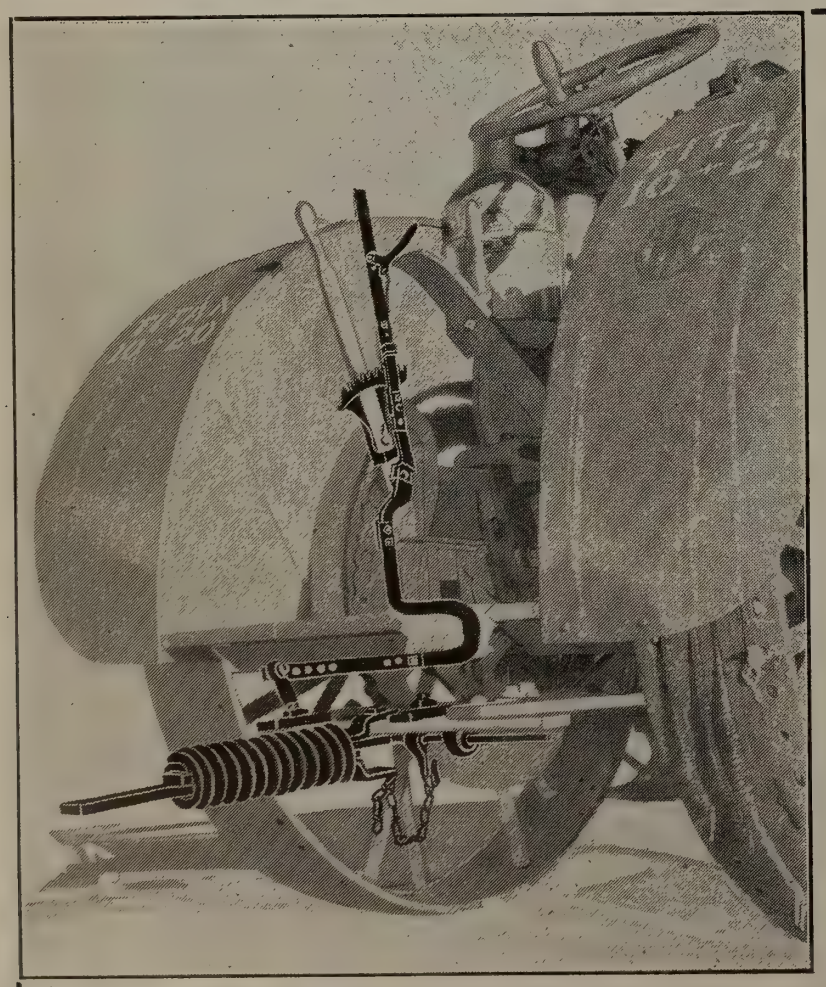
Modern farming in widely diverse areas demands many different kinds of drills. What suits one locality may not suit another. To meet the modern demand the New Owatonna Manufacturing Co., Owatonna, Minn., built different styles of drills and seeders to meet every requirement in all kinds of soil and under varying conditions. Drill development is an interesting side of implement production. From the old original force feed broadcast seeder with cultivator teeth has been developed the hoe drill, shoe drill, the single disc and double disc drill, the press drill and many other designs. The Owatonna line comprises six-inch spread single disc, double disc, hoe and shoe drills, from 12 to 21 sizes,

The Owatonna 20-Run Grain Drill

and seven-inch spread drills from 10 to 18 discs or shoes. They also specialize in the production of low-down press drills in 12-7, 16-7 and 20-6 single disc, double disc or shoe types.

The feed mechanism in Owatonna drills, says the maufacturers, is extremely simple, but gives easy, even and accurate results with all kinds of drillable seed. In construction of these drills the frame, of tested angle steel, is under, not on, the axles, thus, it is claimed, placing the weight lower and making draft easier. Owatonna drills are interchangeable. Either double disc bars, single disc bars, shoes or hoes can be attached to the same machine. Steel ribbon tubes carry the grain from feed to boot; the hopper bottoms are of galvanized iron. In this drill disc adjustment is provided so that the pitch of the disc can be changed to cut a wider or narrower furrow merely by loosening a bolt and using corrugated notches which provide variation on the end of the drawbar and disc arm. The disc blades are of hammered saw blade steel, hand-straightened, bevelled and polished.

On Owatonna drills the casting forming the ends of the seed box is also the hub on which the travelling wheel runs. There is a slight pitch so as to gather the travelling wheels (as in an automobile) which assures light draft, according to the makers. The drive is a simple chain of gears, the spindle driving by a square nut fitting into the outer end of the wheel hub. Some of the outstanding features claimed for



BELCHER TRACTOR HITCH

THE SPRING DRAWBAR AT ALL TIMES CARRIES THE NORMAL LOAD of the Plows, or other hauled implements. When the Plows encounter any load greater than that pre-determined by the Auxiliary Clutch Lever, the Spring closes sufficiently to tighten the chain, thus pulling back the Hook Crank, mounted on a Rocking Bar across the Tractor. This in turn shoves ahead the Upper Crank on Rocking Bar, which being connected with the Tractor Clutch Lever by an Auxiliary Lever working on a Quadrant, instantaneously disconnects the Clutch,

Stopping the Tractor but Not Uncoupling the Load.

The driver, WITHOUT LEAVING HIS SEAT, can then relieve the tension on the spring by means of the Auxiliary Lever, which leaves his TRACTOR CLUTCH FREE, so that he may back Tractor in case Plows are caught in a rock or root, or go ahead in low if it is simply a short stretch of hard pulling, and as the HITCH IS ADJUSTABLE WHILE TRACTOR IS IN MOTION, the auxiliary lever can be again set to function with Tractor pulling in low, as it is the Spring Drawbar which always carries the load, either in high or low speed of the Tractor.

The only tool needed to attach the Belcher Hitch to tractor is a wrench.

Write at Once to **FRED. P. BELCHER,** 717 Grain Exchange, **Winnipeg**

this line of drills are: Light weight and very light draft; all weight is set low; dust-proof disc bearings and balanced frame and hopper. Reinforced, non-sagging seed box and "gathered" wheels; convenient levers, tilting steering tongue and tongue truck. Interchangeable design for four styles of drilling; patented detachable shoes, the entire shoe being removable by taking out one bolt.

R. H. Procter, general sales manager of the company, who is at present investigating trade possibilities in the Canadian West, states that the factories at Owatonna are very busy turning out drills to meet the demand. The Owatonna power lift and power pressure device, says Mr. Procter, with five pressure adjustments, has proven exceptionally popular with tractor farmers throughout the United States.

The Tractor and Implement Blue Book

We recently received the 1921 issue of the Tractor and Implement Blue Book, as published by Farm Machinery—Farm Power, St. Louis, Mo. This interesting publication improves annually and is up-to-date in every item. This is its 19th year of publication. It forms a complete compact and handy reference for the dealer or distributor, listing all farm equipment manufacturers, their lines and the individual implements under their trade names. A tractor section includes complete specifications of all farm tractors, motor cultivators, threshers, power plows, etc., and an additional section has a full classification of tractor accessories.

This valuable book is sold for $1.00, or in conjunction with Farm Machinery-Farm Power, for $1.50 per year. As a repair assistant it should be in large demand.

Advance-Rumely Lower Prices

Finley P. Mount, president of the Advance-Rumely Co., La Porte, Ind., announces the following:

"The Steel Corporation has made a reduction in the price of steel. Concurrently with this announcement the Advance-Rumely Company announces a reduction in the prices of all its products, these reductions averaging a little better than 15 per cent. Reductions in Oil Pull tractors, for instance, are as follows:

12-20 Oil Pull reduced $300.
16-30 Oil Pull reduced $380.
20-40 Oil Pull reduced $575.
30-60 Oil Pull reduced $685.

"The reduction of steel prices cannot affect our present costs because our materials are all in our yards bought at the old prices. It does, however, establish a lower replacement cost and justifies us in immediately taking our loss on the higher priced material on hand and with this loss written off we are able to establish our costs on a lower basis.

"Our reduction is considerably greater than the reduction in steel prices, but we have in mind similar or even greater reductions made, or yet to be made, in other materials, besides reduction in wages already made in our shops. Moreover, we believe it sound business to get our prices down to a stable level for the remainder of this year that our customers may have confidence in buying their seasonal requirements without the fear of further decline in our prices during the year."

Provincial Exhibition
of Manitoba

BRANDON, MAN.
JULY 25 to 30—1921

CANADA'S GREATEST FARM IMPLEMENT DISPLAY

Attention! Canadian and American Manufacturers of Tractors, Farm Implements, Farm Equipment, and all other lines of Manufacturers' Articles.

This Exhibition annually has the largest and most comprehensive display of Farm Machinery and Implements shown at any similar event in Canada. We invite you to keep your lines before the Farmers and Implement Dealers of Western Canada. An exhibit at Brandon will be the best investment in sales-building at this time.

It's Where the Manufacturer meets the Buyer

Those who have exhibited Tractors, Farm Machinery, Lighting Plants, Automobiles and Farm Equipment at Brandon in the past have proven that IT PAYS. It's where you meet the buyer. Thousands of Farmers and Dealers inspect the exhibits.

MAKE YOUR APPLICATION FOR SPACE EARLY

Outside space in Machinery Section free; nominal charge for inside space.

FOR FULL PARTICULARS ADDRESS THE SECRETARY

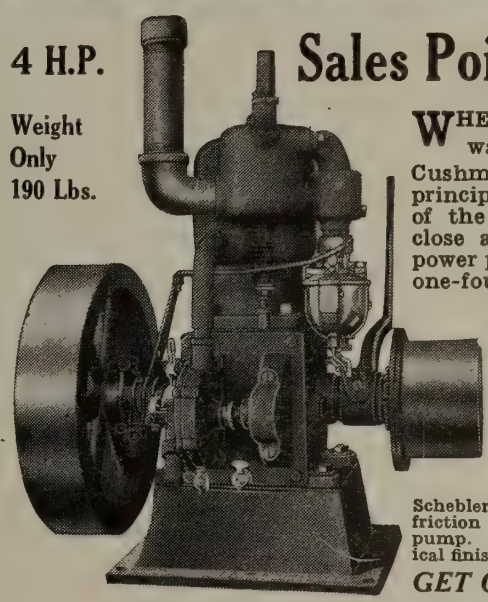
We invite you to Exhibit.

WM. DOWLING, President

W. I. SMALE, Sec'y and Manager

Cushman Binder Engines For All Farm Work

4 H.P.
Weight Only 190 Lbs.



Sales Points that Count

WHEREVER a Farm Engine is wanted, you can sell him a Cushman. Show the farmer the principal sales and service points of the Cushman and you easily close a sale. They deliver more power per pound, and weigh only one-fourth to one-third as much as the ordinary farm engine.

Unequalled for general farm use—and operate the binder during harvest. Economical. Uniform speed and maximum power.

Let's show you how you can put new life in your engine business.

IT'S THE ORIGINAL BINDER ENGINE

Schebler carburetor, throttling governor, friction clutch pulley, water circulating pump. Cushmans have the best mechanical finish of any engine sold.

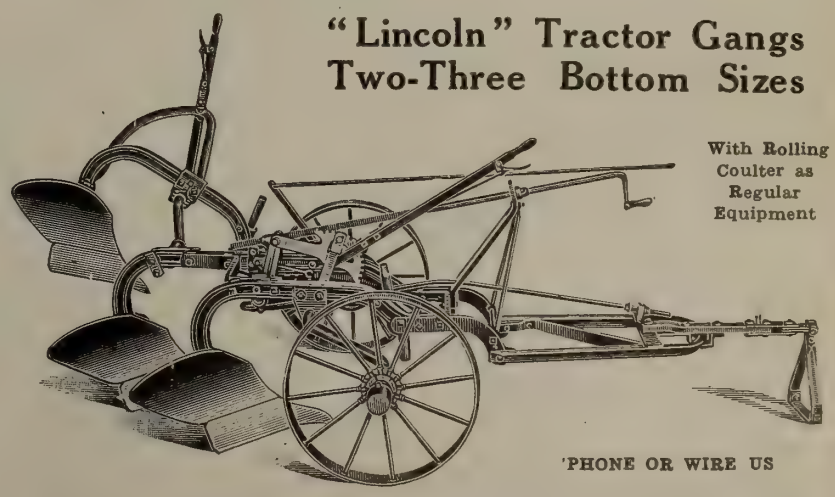
GET ONE ON YOUR FLOOR

SNAP PRICES ON AUTO ACCESSORIES!

A line for which every car owner is a prospect. Special prices offered to clear stock on hand. Write for our quotations on Spark Plugs, for car or tractor; Sunderland Tire Pumps, Auto Jacks, etc. They'll sell on sight.

You Can't Help Sell This Plow at Its Pre-War Price and Attractive Terms

"Lincoln" Tractor Gangs
Two-Three Bottom Sizes



With Rolling Coulter as Regular Equipment

'PHONE OR WIRE US

If price is the debatable point, farmers won't hesitate to buy "Lincoln" Tractor Plows. We are quoting 1914 prices and very liberal terms. Note how lever action raises third bottom instantly, making a two-bottom outfit. Stubble or breaker bottoms. Strongly built. Screw adjustment for depth.

Don't delay. Get in on this offer. They won't last long at the price we quote.

Price Means Business. Here's Your Opportunity.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. C.F., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Department, CANADIAN FARM IMPLEMENTS, Winnipeg.

J. M., Man.—Repairs for a stationary engine manufactured by the Rock Island Plow Co. can be had from the Northern Rock Island Plow Co., Minneapolis. Their stationary engines are not sold in Canada.

J. P. R., Man.—For particulars on corn planters, address the Massey-Harris Company, Winnipeg.

A. G., Sask.—You can secure repairs for the Cletrac tractor from the Western head office, at 261 Fort St., Winnipeg.

O. S., Man.—For details regarding the Scotch clipper type of plow, address the Massey-Harris Company, Toronto.

C. P. Co., Man.—You can secure repairs for the Tiger grain drill from R. Williams, Racine, Wis. This drill is now being manufactured by the Vim Tractor Co., of Schleisingerville, Wis. Suitable repair parts for the Owens smut cleaner should be had from either the Cushman Motor Works of Canada, or the Twin City Separator Co., both of Winnipeg.

J. T. P., Alta.—The Saunders disc plow is manufactured by the Newell-Saunders Plow Co., Chattanooga, Tenn. To obtain repairs promptly, address the Northern Rock Island Plow Co., 404 Washington Ave. North, Minneapolis, Minn. The gang plow with rear wheel box No. P 2667 is a Massey-Harris type. Address the nearest branch of the company for part.

V. Supply Co., Alta.—Cream separator with neck bearing No. 3413 is a Baltic M. I. separator as made by the Empire Cream Separator Co. You can obtain the part from Robinson-Alamo Ltd., Princess St., Winnipeg, who are Empire distributors.

W. J. K., Sask.—It seems evident that the farmer is not using front wheel with bushing H 464 on the original plow, if all other parts are marked "W". A Moline plow has a front wheel bushing H. S. 464. Top numbers on the same wheel would be H.S. 311 and H.S. 326. The letter W indicates an E-B plow, made by the Emerson-Brantingham Implement Co. They have a repair part H 464, but it is not a bushing. The South Bend Chilled Plow Works, South Bend, Ind., also use the letter H on a gang plow. Can you supply further information on this plow, so that we may investigate further?

E. A., Alta.—Regarding enquiry in last issue for cultivator parts V-12 and V-26. These parts, we are informed by the Tudhope-Anderson Co., Orillia, Ont., are parts for a Sylvester cultivator manufactured by this concern. Repairs may be had from the Winnipeg branch.

J. T. W., Alta.—We regret that we cannot locate the repair source for a disc harrow with parts V-23 and V-24. Is this a disc harrow or cultivator? Can any reader identify the make of the harrow? If a cultivator, it is a Sylvester, made by Tudhope-Anderson Co.

E. A. A., Man.—Parts V-12 and V-26 are for a Sylvester cultivator made by the Tudhope-Anderson Co. Address the Winnipeg office.

G. V. D. B., Alta.—You can secure repair parts for the ignition system of an Ideal 3-h.p. engine from the manufacturers, the Goold, Shapley & Muir Co., Regina.

C. L. W., Man.—You can secure repairs for the Remy automobile ignition system from the Acme Magneto & Electrical Co., 148 Princess St., Winnipeg. If necessary they can overhaul the Remy systems to which you refer.

W. M. L., Alta.—Repairs for the "Fish" wagon may be had from the Tudhope-Anderson Co. Address them at Regina.

W. C. R., Alta.—Ratchet No. 4592B for land lever on three-bottom gang plow is for a plow made by the J. I. Case Plow Works, Racine, Wis. You can get this part from the Saskatoon branch of the Canadian Fairbanks-Morse Co.

F. R. M., Sask.—The "Oxford" gang plow was formerly manufactured by the Hillburn Mfg. Co., at Ayr, Ont., but is now obsolete. It is impossible to get shares for this plow, but if parts are needed there is a possibility that the Tudhope-Anderson Co., Orillia, Ont., can supply as they have a small repair stock on hand. You can get repairs for the "Bull" tractor from the Northern Implement Co., Water St., Winnipeg.

W. J. F., Sask.—The "Iowa" cream separator is no longer handled in the Canadian West. For spare parts write the manufacturers direct—the Associated Manufacturers Co., Waterloo, Iowa.

L. C. P., Minn.—The Stewart sheaf loader is handled in the United States by the Stewart Shock Loader Sales Co., Fargo, N.D. We have no record of a machine called the "Canadian" quack grass destroyer. An implement for this purpose is sold by the John Deere Plow Co. through their Minneapolis branch. A special quack grass harrow is also manufactured by the Weed Harvester Mfg. Co., at Belleville, Ont.

D. M., Man.—You can secure heavy-duty Mosler spark plugs from D. Ackland & Son Ltd., Winnipeg.

R. C. S., Man.—Under the new license regulations in Manitoba the amount of tax is based on the horse power of the car. The rating is based on the formula of the National Automobile Chambers of Commerce, which is as follows: Take the square of the bore of the cylinders, multiply by the number of cylinders and divide the result by 2.5. Example: Cylinder bore, 3½ inches; number of cylinders, 4; then, 3½x3½x4, divided by 2.5, equals 35.6 h.p.

A. J. T., Man.—For particulars on auto trailers, address F. N. McDonald Co., 156 Princess St., Winnipeg.

D. A., Man.—You can secure repairs for the P & O Little Genius gang plow from the nearest branch of the International Harvester Company.

M. S., Man.—A power attachment for a Hero No. 1 fanning mill may be had from the Twin City Separator Co., Winnipeg.

S. W., Man.—Repairs for the "Domo" cream separator can be had from Domo Separators Ltd., St. Hyacinthe, P.Q.

T. R., Sask.—Repairs for the "Farmer's Special" fanning mill may be had from the Ontario Wind Engine & Pump Co., Regina.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

Come— Take a Fresh Grip

America and the world now face sterner necessities of constructive effort in distribution than in any previous period of business history.

Marketing is in a state of flux. New ways are crowding out the old. Fresh ideas are replacing yesterday's customs. Plan and precision are triumphing over rule o' thumb.

The advertising prizes of a changing business day will gravitate to thinking, studious men. That is why men who sell things, and who make things which must be sold, plan to attend the *Great Business Class Room of 1921*—the

Seventeenth Annual Convention
Associated Advertising Clubs of the World
Atlanta, June 12-16

There advertising men will take fresh grip on the business fundamentals—Faith, Integrity and Industry. They will exchange views, discuss ideas, inspire others, even while they themselves absorb inspiration.

This advertising meeting promises worthwhile values to serious-minded business men. They will turn to it for guidance and counsel; they will find in it relaxation and fellowship. Join them in June.

Exhibits of Domestic and Foreign Advertising, demonstrating the use of practically all recognized mediums, and arranged solely with a view to helping the convention delegate, will be a special feature. This alone makes the trip worth while.

In June, Atlanta is at its best. High on a ridge between the Gulf and the Atlantic, fanned by cooling breezes and clad in gay summer attire, it is, as proved by United States Weather Bureau reports, a delightful place in June.

For complete information as to railroad rates, hotel reservations, etc., please address the

ASSOCIATED ADVERTISING CLUBS
110 West 40th Street
New York City

Atlanta is famed for its hospitality

MAX

OIL WAGON TANKS

Make Money for Enterprising Dealers

Write

Western Steel Products Ltd.

Winnipeg, Man. Regina, Sask
Calgary, Alta. Edmonton, Alta.

S.A.E. Belt Speeds

In a recent bulletin the U. S. Society of Automotive Engineers recommends the adoption of the following belt speeds for stationary engines for farm use:

Nominal engine rating h. p.	Belt speeds—Feet per minute
0 -1½	600- 650
1¾-2½	650- 750
3 -4	800-1000
5 -7	1500-1700
7 -12	1700-2000

The Remy High Tension Magneto

The Remy Electric Co., Anderson, Ind., has for over 20 years been well known as makers of electrical equipment for the automobile. They now announce a new high tension magneto for tractors and trucks that will be of interest to the trade. This magneto embodies all the best features in design, especially noticeable being the vertical distributor mounting and compact impulse starter coupling.

The New Remy Magneto

Recognizing the desirability of having the circuit breaker and distributor in the most accessable position possible, these units were placed vertically at the rear end of the magneto where the entire mechanism could be easily inspected by simply removing the distributor cap. The Remy Magneto is the only one on the market built this way.

The impulse starter coupling is just as distinctive in design as the rest of the job and has many advantages that assures its reliable and efficient operation.

A more detailed description of this new magneto may be had by writing to the Remy Electric Company, of Anderson, Indiana, asking for their new magneto booklet.

Samson Tractor Co. Appointing New Dealers

C. E. M. Eastwood, Winnipeg, has been appointed traveller for the Samson Tractor Co. of Canada, and will cover Manitoba territory out of this city. The company report that they are appointing dealers throughout the territory, recent additions being:

E. A. Stout, Gladstone; J. E. Rondan, Somerset; C. S. Jones, Roland; W. Travis, Winkler; C. T. Loueven, Steinbach, and Brown & Linton, of Ochre River.

Western Steel Expansion

Western Steel Products Ltd., Winnipeg, have taken over two western firms. The Sheet Metal Manufacturing Co., of Calgary and Edmonton Metal Works Ltd., of Edmonton.

The Same Good Twine in a New Big Ball

McCORMICK, DEERING INTERNATIONAL

JUST as McCormick and Deering grain binders have been accepted as the world's standard—so McCormick and Deering and International brands of binder twine are acknowledged to be the world's best.

This year the same good old twine is being turned out in a new and heavier ball. Six balls to the bale instead of ten; same amount of twine in a bale, occupying a third less space. This saves storage room for the dealer—almost twice as much twine in the new ball, which is practically the same size as the old one. Two balls fit any standard twine can and tie almost twice as many bundles.

These features are distinctly valuable to the big grain farmer. The new big ball saves time when time is money. The farmers will demand the new size. Can you supply the demand? Write today or see the blockman.

Saves Time when Time is Money

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST JOHN, N. B.

Prevents "Green" Straw Stacks

YOU HAVE SEEN many "green" straw stacks in your community—stacks sprouting wasted grain. But have you ever stopped to consider that they represent wasted energy, wasted grain and wasted *dollars*.

The farmer should get every dollar's worth from the grain crop which costs him so much time, labor and expense to produce. You can help him save it, if you make sure that the threshing machines you sell are equipped with THE GRAIN-SAVING WIND STACKER. This is the *improved* stacker, with the grain-saving trap, which leading manufacturers throughout North America have adopted to save the grain that threshing machines otherwise waste, due to careless pitching, faulty adjustments, bad condition of grain, etc.

Some manufacturers supply this Stacker exclusively. Others can supply it if you demand it and insist upon having it. Protect your customers—always specify THE GRAIN-SAVING WIND STACKER. and accept no other.

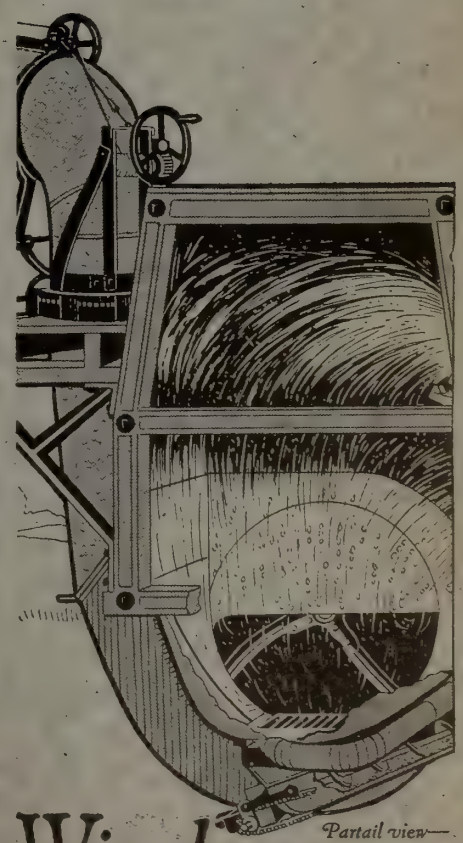
"Save the Grain"

THE GRAIN SAVING WIND STACKER
Saves the Grain
Stacks the Straw
THE INDIANA MANUFACTURING CO.
INDIANAPOLIS IND

This trade-mark (in colors) is on each side of The Grain-Saving Wind Stacker. It is the trade-mark that farmers and threshermen know as identifying The Grain-Saving Wind Stacker — the Stacker which puts the grain in the *sack* and does not waste it in the straw stack.

Farmers everywhere know THE GRAIN-SAVING WIND STACKER. Over three and one-half million farmers are reading about it this year through our advertising in twenty-nine leading farm papers.

The Grain-Saving Wind Stacker originated with The Indiana Manufacturing Company, Indianapolis, U. S. A.



Partail view—looking into hopper, showing grain trap near stacker fan; also auger running from underneath trap for returning saved grain to separator.

The GRAIN-SAVING Wind Stacker

Two Dozen Questions

An Interesting Self-Analysis

Perfect.		Your Grade
6	Have you an up-to-date business and accounting system?	
5	Is your business growing?	
6	Do you take an annual inventory?	
5	Do you figure selling price so as in all cases to guarantee you a profit?	
5	Can you state definitely what your overhead expense percentage amounts to?	
5	Have your sales reached a maximum for the expense involved in selling?	
3	**Do you know what lines pay best and which pay least?**	
3	**Is your advertising campaign carefully planned ahead and does it link up with simultaneous farm paper campaigns?**	
3	**Do you push nationally advertised goods?**	
5	Do you discount your bills?	
3	**Do you make special effort to sell the more profitable articles?**	
6	Do you turn stock at least four times a year. (Allow 1 for one turn; 2 for two turns; 4 for three turns; 6 for four turns?)	
2	Do you meet your customers personally?	
5	Do you buy from more sources than necessary?	
4	Are your windows regularly and attractively trimmed?	
5	Do you give prompt courteous service?	
4	Do you and your clerks study the merchandise you sell?	
	(Do you know how it is made and the best talking points?)	
3	**Do you make use of the manufacturers' free advertising cuts and other helps?**	
3	Do you belong to a Dealers' Association?	
6	**Do you attend the meetings** (Allow 6 for any one association meeting regularly attended?)	
3	Do you read good trade journals?	
2	Have you a good mailing list?	
3	Do you use it?	
5	Do you have co-operation and team-work in your store?	
100%	Total	Total Grade

We are indebted to Printers' Ink for this table

"MAN, Know Thyself"

Very few of us—especially those who are making consistent efforts to be progressive and systematic—like to hear from others of our deficiencies. But on the other hand, don't the most of us know all about our virtues?

It makes a difference too, who conducts the inquest. When we back ourselves into a quiet corner and hold a post-mortem on our failures we sometimes bring in a verdict of crimnal negligence. The point is *we* do it—not others.

Criminal negligence is a nasty phrase, but most of us have at some time or other applied it to ourselves when we discovered we failed because of lack of observance of a simple well-known rule of good business. If we had stopped to check up we would have avoided our error.

"Honest confession is good for the soul" and so when we and a couple of friends discovered that filling out this percentage table of efficiency did us a lot of good, we decided to pass it on.

Advertising, and co-operation with it, accounts for 15 per cent of store success. Not only your own advertising requires attention but a knowledge of that great volume of sales assistance reaching your customers through advertisements in *The Nor'-West Farmer* is also necessary to any 100 per cent store in Western Canada.

Keep tab on the best sellers by reading
The Nor'-West Farmer
$1.00 per year

The Nor'-West Farmer

The Pioneer Farm Journal of Western Canada

FARM SALES SERVICE
WINNIPEG

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 6 WINNIPEG, CANADA, JUNE, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

National Importance of the Farmer

"While the farmer's place in the community has always been important, all classes now recognize, as never before, that the national welfare depends on increased agricultural production."

Manning W. Doherty
Ontario Minister of Agriculture

As the pioneer Bank of Western Canada we are bankers for the United Grain Growers, the United Farmers of Alberta and the Saskatchewan Co-Operative Elevator Company. 454

UNION BANK OF CANADA

Head Office : : WINNIPEG

Economy— 50% Reliability—

You lower your Fire Insurance on Store and Home.

We have paid this annual dividend since 1908.

Why not get your Fire Insurance at cost? by a direct 50% saving of the premium paid. Dividends paid annually at expiration of policy. Reduce your overhead Absolute safety. Write to-day.

The Canadian Hardware and Implement Underwriters

C. L. CLARK, MANAGER

802 Confederation Life Bldg., Winnipeg
(Operating in Alberta, Saskatchewan, Manitoba and Ontario)

PROVINCIAL AGENTS WILL CALL AT YOUR REQUEST.

INSURANCE IN FORCE	OVER $275,000,000.00
NET CASH SURPLUS	OVER $ 1,900,000.00
DEPOSITED WITH DOMINION OF CANADA	$ 150,000.00

REFERENCE: BANK OF MONTREAL, WINNIPEG

Watson's "Excelsior" Power Blower Feed Cutters are Fast Workers

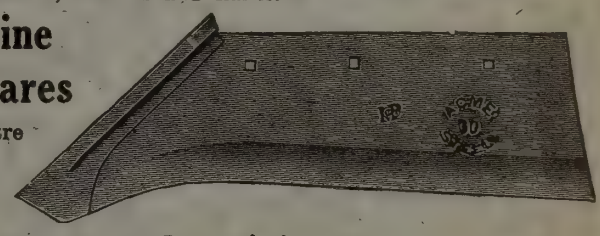
Handles 6 tons per hour. Equipped with travelling feed table. Has 13-inch throat. Length of cut ¾ to 1 inch, or with extra gears, 1½ to 3½ inches. Heavy, balanced, knife wheel. Large feed box and well fitted feed rollers. One lever starts, stops and reverses. Knives and gearing fully enclosed. Special English steel knives. Get full particulars of these machines.

Watson's Feed Cutters are made in 7 types. We can now supply all styles from stock. Ask for folder and price.

Repairs for Moline Implements

Moline Plows—Moline Disk Harrows—Mandt Wagons and Farm Trucks—National and Mandt Manure Spreaders—Monitor Drills—Moline Engine Gangs—Adriance Binders, Mowers and Rakes.

Genuine Moline "ACME" Shares



The original soft centre share. Give perfect wear. Order your stock now.

Also Repairs For

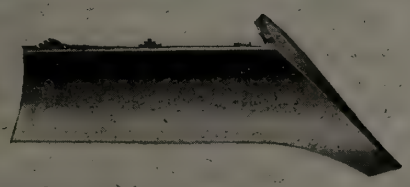
Janesville Plows, Disc Harrows, etc.

SEND US YOUR REPAIR ORDERS

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG, Man.

FITTED PLOW SHARES



Shares Stocked at Regina for every make of Plow

PLACE YOUR ORDER TO-DAY

HARROW TEETH — CUTIVATORS — PAINTED AND VARNISHED EVENER WOODS PLOW HITCHES WAGON SETS

CHRISTIANSEN IMPLEMENTS

Land Packers, Mulchers, and Plow Harrows

The House of Quality *We Ship Daily*

Write for Latest Catalogue

Western Implements Limited

Cor. 6th & Scarth St. Regina, Sask.

SEND A POSTAL

for a copy of The Great-West Report for 1920.

Prudent men see the *necessity* for Life Insurance. And they see the need for choosing that insurance with the utmost care.

Your choice will be simplified by reading the above Report. No clearer proof could be given of the value of The Great-West Policies.

For the fourteenth successive year the Company stands first for Canadian Business—showing the wide approval of the Great-West Policies. High interest earnings, low expense rates and a favorable mortality continue to be outstanding features—and lead to high returns to Policyholders.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P. 16"

Head Office : : WINNIPEG

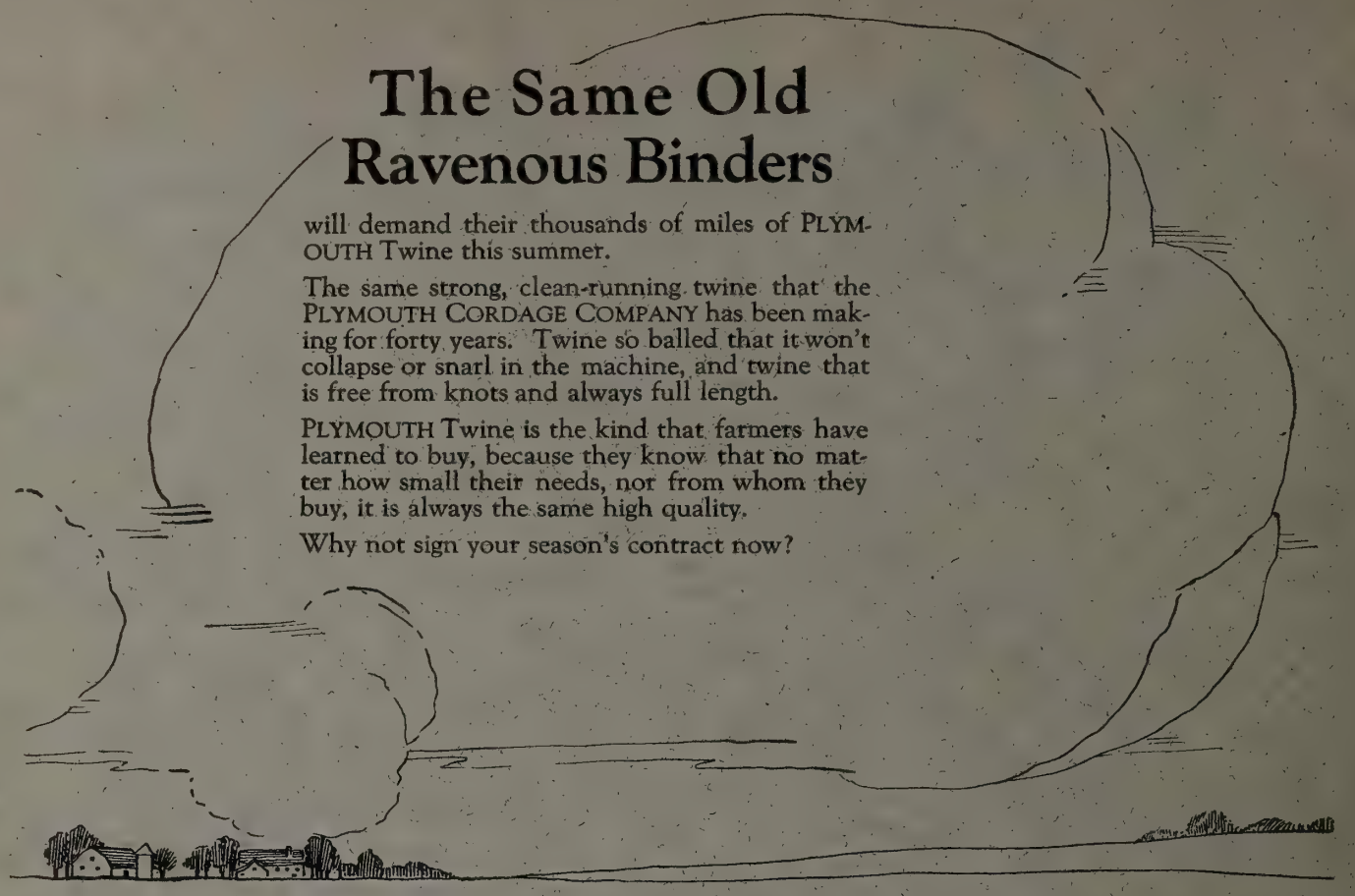
The Same Old Ravenous Binders

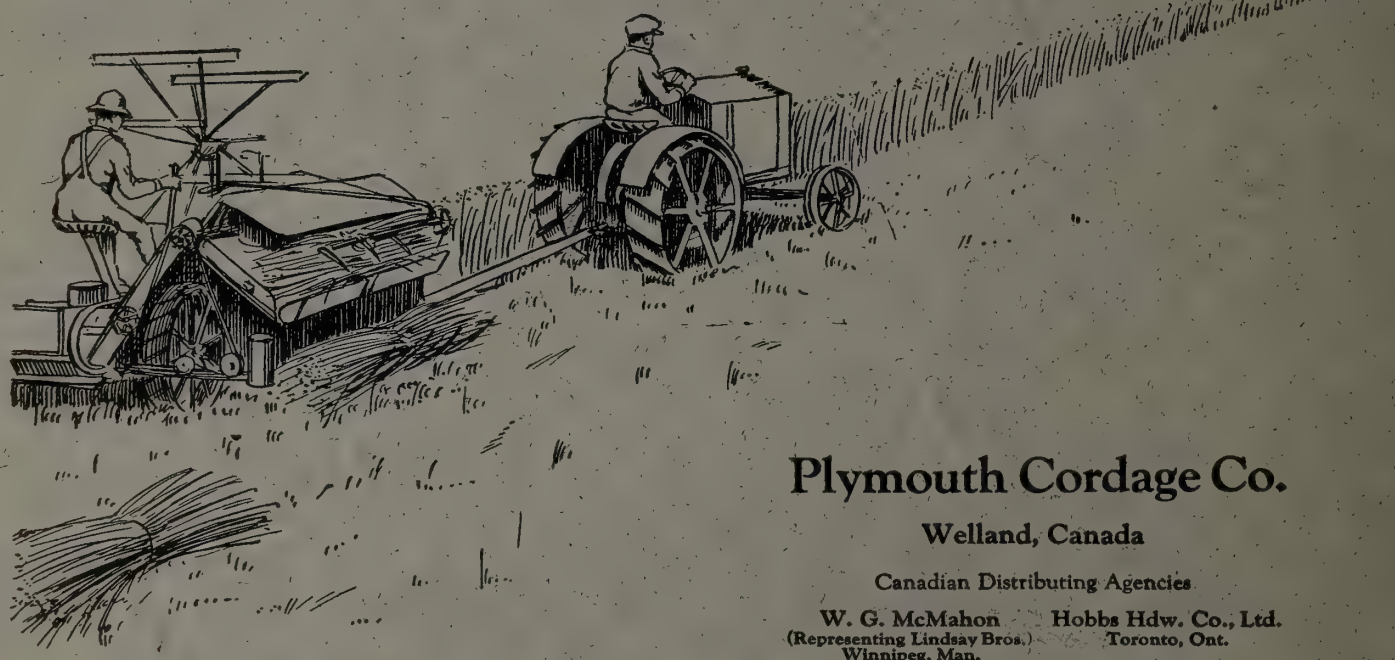
will demand their thousands of miles of PLYMOUTH Twine this summer.

The same strong, clean-running twine that the PLYMOUTH CORDAGE COMPANY has been making for forty years. Twine so balled that it won't collapse or snarl in the machine, and twine that is free from knots and always full length.

PLYMOUTH Twine is the kind that farmers have learned to buy, because they know that no matter how small their needs, nor from whom they buy, it is always the same high quality.

Why not sign your season's contract now?





Plymouth Cordage Co.

Welland, Canada

Canadian Distributing Agencies

W. G. McMahon
(Representing Lindsay Bros.)
Winnipeg, Man.

Hobbs Hdw. Co., Ltd.
Toronto, Ont.

PLYMOUTH TWINE

5–42

In The Heat of Mid-Summer

BETWEEN the season of heavy spring work and threshing time, when the farmer is chiefly interested in haying and harvesting, an excellent opportunity exists for selling *Case Kerosene Tractors*.

Equipped with the Case Extension Tractor Control, which can be attached easily to any Case 10-18 or 15-27 tractor, the farmer can drive either one of these machines from the seat of his mower or binder. This attachment does away with the necessity for an extra man when horses are displaced by tractor power on such work. With a *Case Tractor* it is possible to pull two or more mowers or binders at a time. The hottest weather does not affect the efficient, economical operation of Case Kerosene Tractors.

Show your customers how it is possible to speed up haying and harvest with the aid of a Case Tractor—get the hay cut, cured and under cover, and the grain harvested while the crop is right and the weather favorable. *Every farmer knows the possible crop disaster that lurks in delay.*

Aside from haying and harvest, there is always the horse-killing job of summer-fallowing waiting to be shouldered by *Case Tractors*, and such other tasks as field cultivating, in localities where it is practised, discing, and road work. Make the most of the opportunities for mid-summer sales of Case Tractors.

J. I. Case Threshing Machine Company
Dept. F216 Racine, Wisconsin

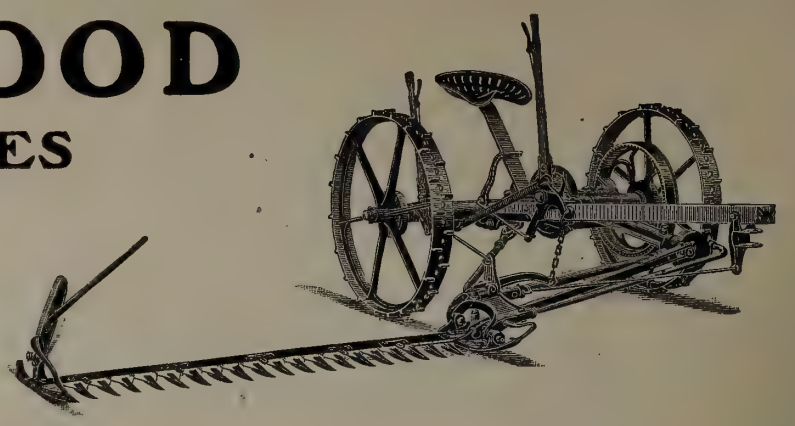
Factory Branches
Alta., Calgary—Edmonton
Sask., Regina—Saskatoon
Man., Winnipeg—Brandon
Ont., Toronto

CASE
TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES
KEROSENE TRACTORS

Factory Branches
Alta., Calgary—Edmonton
Sask., Regina—Saskatoon
Man., Winnipeg—Brandon
Ont., Toronto

FROST & WOOD

MOWERS AND RAKES



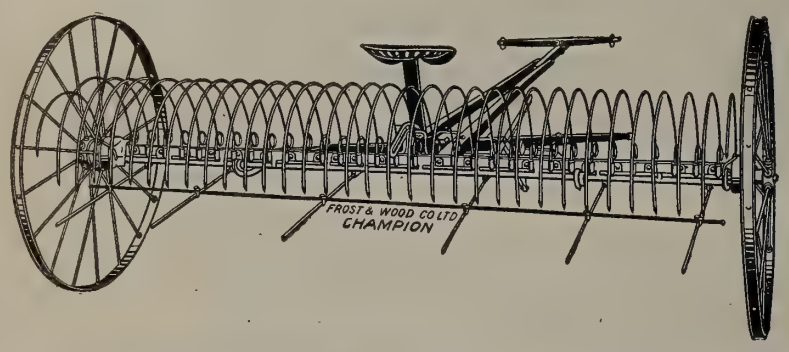
Your customers realize that it pays to have efficient and dependable machinery at haying time. They know that delays at this season are expensive in time and crop. With these Frost & Wood Machines on your floor you'll be able to secure a good share of the Mower and Rake business this season.

F. & W. MOWERS

Are light draft machines because all working parts are fitted with generous size Roller Bearings.

They're simple and easily operated, yet sufficiently strong for the toughest propositions they can be put up against.

One of their best features is the quick-acting, INTERNAL GEAR arrangement of the driving mechanism. No "flying start" required. The machine begins cutting at the first forward motion of the horses.



F. & W. RAKES

Built on strong, angle steel frames. Parts are rivetted—not bolted—so cannot shake off.

Teeth are special high-grade spring steel. Every tooth is carefully tempered and tested before leaving factory.

Automatic Dump acts instantly and raises teeth so they have high clearance.

Made of steel throughout, they are very durable and give many years of satisfactory service.

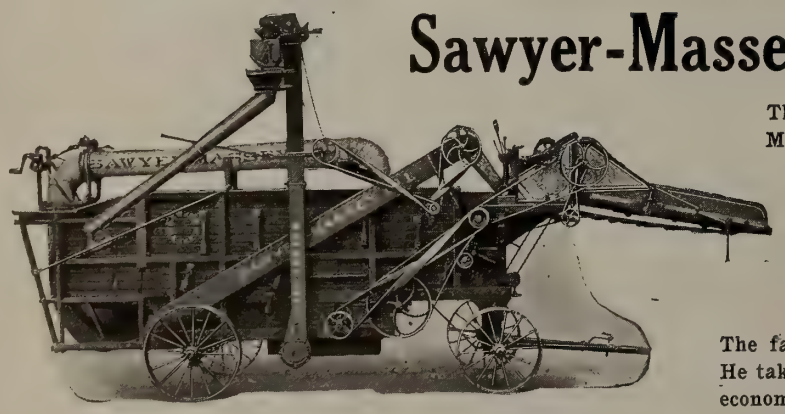
Ask our nearest branch house for supplies of literature descriptive of these and other Cockshutt—Frost & Wood Implements

Cockshutt Plow Co. Limited

Winnipeg Regina Saskatoon Calgary Edmonton

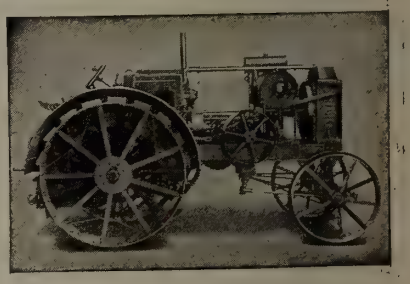
SAWYER-MASSEY CO.

Tractors: Threshers: Road Machinery



Sawyer-Massey Sales Success

The success of dealers handling the Sawyer-Massey Line hinges upon distinct selling features. These are utility, economy and freedom from trouble, excellence of design and construction and wonderful durability. The farmer realizes that Sawyer-Massey goods mean maximum returns from his investment.



SAWYER-MASSEY 11-22 H.P.

The farmer who owns a Sawyer-Massey Tractor increases his yields without extra costs. He takes care of his field and belt work better and faster. Sawyer-Massey ownership is real economy.

Sawyer-Massey Threshers

Have proven their efficiency in the field. They get all the grain, solve threshing problems and are the most reliable outfits you can sell the tractor owner. Sell them and help your customers get every dollar possible from their 1921 crop.

For Catalogs and Agency Proposition, address:

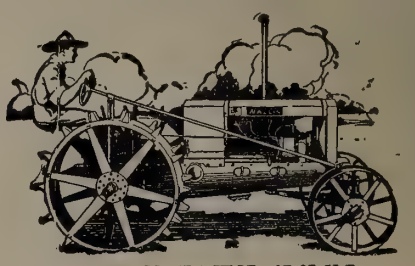
Sawyer-Massey Company Limited

Head Office and Factories: Hamilton, Ont.

WINNIPEG REGINA SASKATOON
CALGARY EDMONTON

Wallis Tractors

Offer the farmer adequate and economical power. They develop great drawbar pull in relation to weight. Complete information on request.



THE WALLIS TRACTOR 15-25 H.P.

CANADIAN FARM IMPLEMENTS

Vol. XVII., No. 6 WINNIPEG, CANADA, JUNE, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year. $1.00 / Per Copy. 10c

Oil: The Greatest Factor in Industry and Agriculture

I am the giant who lives in the bowels of the earth—the greatest power in the world today. Were I to die tonight, every activity of industry, commerce, traffic and pleasure would have to cease running. Every day man finds new ways to use me. I serve him in commerce, agriculture, transportation, pleasure, sickness, in life and death.

Man called me Petroleum because he found me in the heart of the rocks. To the masses I bear a shorter, easier name. They call me OIL, and this is the OIL Age.

They are drilling for me in the frozen Northland and under the blazing tropic sun. There is hardly a quarter of the globe where I haven't been discovered. After I was released from my prison cell man mated me with Chemistry and my children are numerous as the hills.

Factories couldn't run without our lubricants, and trains, steamships, motor cars, motor trucks, tractors, airplanes, motor boats, trolleys, wagons, motor-cycles—every piece of moving machinery on earth needs us, some in greater, some in lesser degree, but all need us.

I am the life of industry. I am the soul of power—the mightiest power on earth. I am Speed. I am Light. I am Lubrication and Silence, I am Efficiency, I am Economy, I am Safety, I am Success, I am Life-saving, for you could not live without me.

* * * * * * *

Petroleum, crude oil, is a complex substance. Basically all crude oil contains the same elements. Basically it analyzes about the same everywhere. But its combinations of elements and their varying proportions make of every distillation a different problem.

From practically all crude oil the same elements are distilled. These magic products, gasoline, kerosene, fuel oils, lubricating oils, paraffin wax and coke, are extracted, in greater or lesser proportion, from practically all crude oils.

How Oil is Refined

A refinery, such as those operated by Canadian oil companies, has its pipe lines to the producing oil fields. When a new well is brought in, a pipe line is laid to the well. The oil produced is collected in storage tanks. These are connected with the company's pipe line. When the storage tanks are full, the refinery pipe line draws off that oil to its central gathering oil farm—a tract of land equipped with massive oil tanks. These storage tanks are usually 55,000 barrel capacity.

There are three principal types of refineries. The simplest type is what is known to the trade as topping or skinning plant and is used for removing the light hydrocarbons, such as gasoline and kerosene, from petroleum, and selling the remainder as fuel oil.

The next type of a refinery is what is known as a lubrication plant. A lubricating plant starts off, in principle, similar to a topping plant, but carries the process further and cuts down into some of the lubricating oil, removing all of the gasoline and kerosene and some lubricating oils, selling the remainder as fuel oil.

The next type is what is known as the complete refinery. A complete refinery again starts off similar to a topping plant and works up all the crude into gasoline, kerosene, light and heavy lubricating oils, wax, coke and other by-products.

The big modern refineries, such as those operated by Canadian Oil Companies at Petrolia, Ontario, combine all three plants in one, producing only the highest quality of each type of gasoline and oil.

Refining gasoline from crude oil is a separation process and can be likened to the process of skimming cream from milk.

Gasoline is the first thing that comes from crude oil in the refining process. A gasoline that is dry, volatile and homogeneous. On this account it starts quickly in the motor.

When you use a low-grade gasoline in your automobile, here's what happens: When your car stands over night, or any length of time, coal oil being heavier than gasoline, the coal oil goes to the bottom of your carburetor and the gasoline stays on top. This is especially noticeable in cold weather.

Oil scientifically refined starts easily at all times; it can be likened to the "cream" of crude oil. It is a gasoline famous for its volatile homogeneous and uniform high quality, quick starting, smooth acceleration, full power and long mileage.

Treating the Crude Oil

Crude methods of distillation, what we may call average methods, fail to separate the elements thoroughly. In distilling the gasoline many refineries carry over into it a share of kerosene, a little gas oil, some wax, even some of the heavier oils. This improperly refined gasoline gives trouble in your motor. It is the cause of carbon deposit on your cylinders. It acts queerly in very cold or very hot weather, or very dry weather, because of improper methods of distillation.

To produce a gasoline that is 100 per cent right requires the most careful and painstaking distillation. It is a work of infinite detail.

The crude oil is pumped from the storage tanks into great crude oil stills that look like gigantic boilers. Those tanks, set on masonry, are over a great furnace fed by oil, natural gas or coal. The stills are filled nearly full of crude oil and the heat is applied.

The elements of crude oil are all blended in the crude. The only method of determining when the oil changes character from gasoline to kerosene, and then to gas oil, wax oil, etc., is by testing it, not once in a while, but constantly. The various elements vaporize at different temperatures. As the oil becomes heated the gasoline element which vaporizes at the lowest temperature begins to form bubbles like you see in water beginning to boil.

These bubbles form on the bottom plate nearest the fire, but eventually rise to the surface. As each little bubble comes to the surface it explodes, releasing the vapor, or gas generated by heat.

To help activate the action of the development of this gas the bottom of the still has a net-work of steam pipes through which live steam is driven into the mass of crude oil. This helps break a way through the heavy crude oil for the gasoline vapor bubbles and helps drive it out of the still. It also agitates the mass of heavy crude oil.

When the top of the still is full of this vapor it forces its way out through the outlet pipes into the condenser. The condenser is composed of a series of continuous pipes, laid in orderly rows and immersed in cold water. The vapor rises from the still and runs into these condenser pipes, where cold water condenses it into liquid gasoline.

The gasoline runs out of the condenser pipes into the tailing house. Here it is tested. The character of the gasoline is determined by Beaume tests. These tests are taken every little while. Here occurs an automatic separation of the gasoline from the steam used as a vehicle to carry the vapor out of the still. The gasoline is then piped out into a receiving tank while the water runs off into water storage ponds.

On the front of the stills are thermometers which show the temperature of the crude oil in the still. Here, too, tests are made. A slight quantity of the oil in process of distillation is drawn off and is tested. In this way a double check is obtained on what is going on in the still.

OIL IS THE greatest power in the world today. It places at the command of man power and energy that for years has lain dormant hundreds, yes, thousands of feet deep in the bowels of the earth.

Industry, Commerce and Agriculture depend upon it; from factory to field the development of farm machinery has depended upon Oil. Stationary engine, car, truck and tractor are its servants. Just as the world had a Stone Age, a Coal Age, an Iron Age now we live in an Oil Age.

When the test of the gas oil has reached a certain specific degree, then its flow into the receiving tank is shut off and the wax oil is drawn off into another receiving tank. All the previous distillates have been white liquids. The wax oil is a yellowish white. The heavier contents of the crude oil are being liberated by the heat, which has now brought the crude oil contents to a high degree of temperature.

How Gasoline is Refined

Let us take the contents of the gasoline tank now and follow it through its processes of perfecting.

The gasoline in the receiving tank is now pumped into what is called an agitator. This is a tall, towerlike structure of steel, resting on a base of either steel or concrete. If you look into the base you will see a funnel-like, down-pointing cone, the full size of the tower. In these agitators the gasoline is washed, cleansed and filtered for impurities. When the process is complete, and this means many more tests, the gasoline is then pumped into a steam still. The steam heats the gasoline slowly and develops the vapor more slowly and evenly. Here the checking tests are made even more rigorously.

In this redistillation the greater volume distilled is gasoline, but a certain amount of kerosene is also recovered, and even a degree of gas oil, wax oil and residue. They are the particles carried over in the vapor bubbles and on the steam in the crude oil still.

Testing the Flash-Point

The processes of distilling kerosene are somewhat similar. The same care in watching its gravity, the same care in washing and filtration are used; the same redistillations are made. If kerosene is not pure it cakes on the wick of the burner and smokes. If it does not come to certain tests it does not ignite easily enough and it must not contain gasoline or it will ignite too readily and be dangerous when used in lamps, stoves, etc.

Besides all the gravity tests to which gasoline is subjected we make a flash and fire test on kerosene. The kerosene is heated on a special testing apparatus. This has a thermometer immersed in the kerosene which shows accurately its temperature. When the temperature of the kerosene reaches a certain figure it is tested with a little flame thrower which is swept over the surface. If it ignites there is a trace of gasoline in it and the batch has to be redistilled. If it does not flash then the temperature is raised gradually, making tests every few seconds until the proper temperature is reached, when it should flash.

Developing Lubricants

Wax oil freed from the wax is distilled and processed into the different types of lubricants. These run in densities and consistencies from the highly fluid fine lubricants, used in delicate machinery, through various grades of consistency, to the heaviest cylinder oils that are as thick as lard, the kind of oils that are used in gear boxes, transmissions, etc.

You have probably noticed how oils of different characters vary in color. The oil is not colored artificially. It develops its own individual color in the processes of distillation and manufac-

turing. The oils run from a light pale lemon yellow through graduations of orange, red, magenta and brown to a dark, greenish tinge and a deep brown almost black.

In addition to the various tests mentioned lubricating oils are submitted to fire and flash tests. These are highly important. Dealers must remember, for instance, that the cylinder oils that are used in a car have to stand terrific high temperatures. In an auto cylinder, during explosion of the charge, the temperature may be 3,000 deg. F.

This is the heat flash which oil must withstand. In order to make a lubricating oil that will stand such terrific heat it is very necessary that it should be able to withstand the severest flash and fire tests.

The Viscosity Test

A receptacle is filled with the lubricating oil to be tested. This receptacle stands in a water bath. This water bath is raised to a determined temperature. With it the temperature of the oil under test is also raised to that desired temperature. Both water bath and oil are constantly tested for temperatures. When both reach the desired temperatures the oil is released through an opening and a stop watch started. In order to qualify for a certain quality it must have a certain viscosity test, which is its ability to flow. It must flow out of that receptacle in a certain specified number of seconds. The time is taken accurately, to the split second. It must not vary from the degree established.

If it does not show the right viscosity, that is to say, if it does not flow out of the measured receptacle in a certain specific number of seconds, then it is returned to be worked over until it is right.

Glasses, tinted to a certain color, are used in this test. A slide of the glass is inserted into a little box like a kodak camera. On the other side is a glass receptacle to hold the oil. By an adjustment of angles the light projected through the glass and the oil is mirrored on two halves of a reflector. One half of the circle is the color of the test glass, the other half is the color reflected through the oil. These two colors must be absolutely identical. They must not vary by the fraction of the slightest shade.

As in the blending of one color of the spectrum, or rainbow, into another color the colors seem to fade into each other, so in refining oil the one product shades almost impalpably into another, yet commercially each product must be absolutely isolated. There must be no kerosene in the gasoline and no gasoline in the kerosene. There must be no kerosene in gas oil and no gasoline. The kerosene and gas oil must be extracted entirely from the lubricating oils and the waxes and there must be no wax in the gas oil or the kerosene or gasoline.

Testing Determines Quality

The thousands of tests a year made in refining petroleum products are the secret of success in making better products. The tests never cease. The first test is made at the well. The last test is made in the tank car which carries the products to market. These tests are made at the loading racks and are the most careful and scrutinizing tests of all, all being laboratory tests made by our most expert chemists. And if the loaded tank car doesn't qualify to the scruple of a degree of our exacting requirements the car is pumped out and contents are refined over to bring them up to specifications.

Three Tractor Demonstrations for U.S. in 1921

The National Show and Demonstration Committee of the U.S. National Implement & Vehicle Association has decided to hold three demonstrations this year, the first to be at Fargo, N.D., June 28, 29, and 30. Another demonstration will be held in the southwest, and the third in the central-west. Time and location will be decided later. Two shows are also authorized—one for Minneapolis and one for Kansas City.

A Comparison in Efficiency

Provision has been made at the tractor demonstrations for contests between horses and tractors in field operations. The records will be taken by a committee composed of representatives from the American Society of Agricultural Engineers, from the state university, either of the state where the demonstration is held or the university of any other state; from tractor manufacturers, from the Society of Automotive Engineers, from the Horse Association of America, and from the U.S. Department of Agriculture.

Substantial prizes will be offered for the best work done by the horse-drawn implements in plowing and seed bed preparations. First prize will be $400; second prize, $300; third prize, $200; fourth prize, $100; fifth prize, $50.

Each tractor or horse-drawn outfit will be assigned a definite number of acres based on the number of bottoms. Plots will be drawn by lot but horses and tractors will be located in separate groups. It is not the purpose to put horses in competition with tractors, but to put the various horse outfits in competition with each other.

No individual records of tractor performance and no comparisons between individual tractors will be given out for publication by the committee in charge of the demonstration. Each tractor manufacturer, however, will be provided with the record of his own machines. The only results made public will be averages.

Rules will be made to cover such details as depth of plowing, speed, etc. Observers will watch the operations and note the performance of each tractor and averages will be secured from those qualifying under the rules. Finally the average of the best six tractor records will be taken from those qualifying. Those tractors which do not fulfill the conditions will constitute one class for which averages will be made. Those fulfilling the conditions will constitute another class and their averages will be published.

Of these the six highest will constitute a third class, the average of which will also be published. A plan similar to the one adopted for tractor records will be used for horse records. Those teams which fail to qualify under the rules will be grouped together and their average secured.

Tractor Lubrication is an Important Feature

The great importance of continuous and sufficient lubrication for all tractor engine parts cannot be too fully recognized or too carefully looked after by the operator to avoid wear and heavy repair bills.

Compared to the relatively light load carried by the average automobile engine, the tractor engine is always working at nearly full power delivery and wide open throttle. It must pull a dead load all day long with no periods of recuperation such as "coasting" down hills or idling at the curb.

As a result of high, full-load explosion pressures and temperatures, the mean operating temperatures of tractor engines are higher than those in automobile engines and a heavier oil must be employed to secure reasonable economy and satisfactory service.

Probably the most unfavorable condition attending tractor engine operation is that caused by the dusty atmosphere about the machine. This air, heavily laden with dust, is drawn through the carburetor into the engine cylinders. There the dust falls upon the piston heads and collects on the cylinder surfaces, building up a mass of dust and carbon deposit upon the explosion chamber walls. Gradually working down between the pistons and the cylinder walls, dust soon completes its destructive effects by wearing out the piston rings, pistons, cylinders and bearings. Dust filled oil, and metal worn from the parts above, drip into the crankcase, contaminating the oil supply there and rendering it unfit for use. All farm tractors, whether they be of the best or of the poorest design, are subject to the dust evil.

Inlet air, passing through the carburetor into the engine, must first be sent through a positive dust separator, otherwise long life of working parts and efficient lubrication cannot be obtained, even with the best of oils.

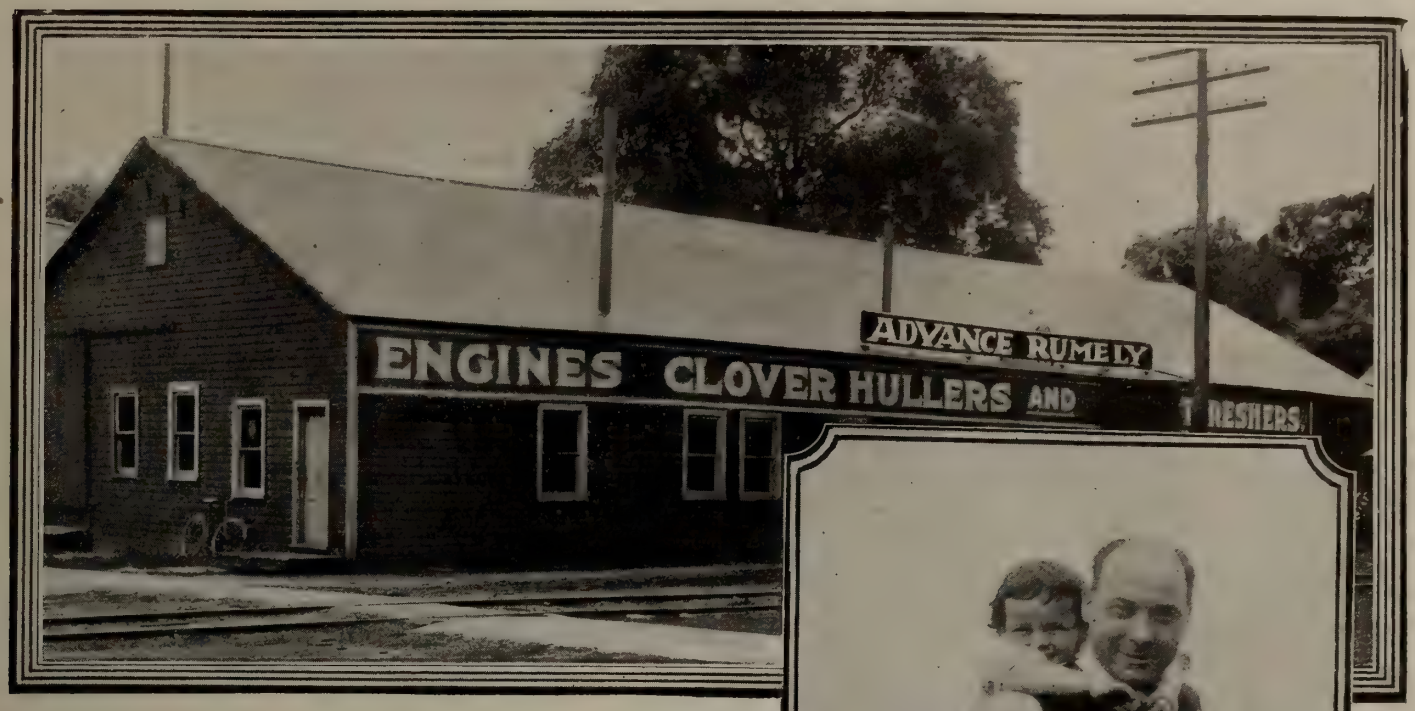
The principal methods employed for dust separation consist of (1) scrubbing the air with water, (2) passing it through eiderdown or other suitable cloth, or (3) through a centrifugal separator. The scrubbing process has the disadvantage of requiring large volumes of water which must be carried on the tractor. Straining the air through cloth allows the passage of some dust. The pores of the cloth eventually clog up, making frequent replacement or washing necessary. The centrifugal separator offers advantages over the other two methods.

Another source of trouble lies in leakage from crankcases. Many tractor engines, unfortunately, allow several times the quantity of oil actually needed for their perfect lubrication to leak out continuously. Such oil waste is a money loss to the owner so long as it serves him no useful purpose. In this connection, it is self-evident that a single drop, applied in the right place and at the right time, has more lubricating value than barrels of oil sprinkled over the surface of plow fields. Inexpensive paper or fibre gaskets, properly applied to crankcase seams with shellac, will entirely suppress leakage. If oil also leaks out along the crankshaft or other shafts in the crankcase, centrifugal thrower rings should be applied to them.

Considerable engine trouble is experienced on engines carrying the supply of oil in the crankcase, due to the fact that particles of kerosene will work past the piston and get into the oil, which thins it and makes the lubrication inadequate. This is especially true when the engine is being used in cold weather when there is more tendency for the cylinders to miss explosions. This is also true of gasoline burning engines, due to the poor quality of gasoline. In some cases particles of water will be found in the crankcase, which in cold weather often causes the oil circulating pump to become inoperative due to its being frozen. The oil circulating gauge should be watched carefully each time after starting an engine in cold weather. In case the oil is found to contain much kerosene or water, it is economy to completely drain the oil and refill with new oil.

For the lubrication of enclosed chains, bevel or spur gears, the use of a heavy transmission oil or gear compound is recommended. For exposed chains or gears, transmission oil should be fed upon their contact surfaces, preferably by a mechanical oil pump, through an adjustable feed. This oil pump should be geared to some transmission shaft which turns at a speed proportional to the motion of advancement of the tractor.

The merchant who lies about his goods in print has no business being in business.



$90,000 Worth of Rumely Sales Last Year

Concentrating his efforts on the Advance-Rumely line exclusively, J. O. Frish, Fond du Lac, Wis., has developed a greater annual volume of Rumely sales than any other dealer who operates under the jurisdiction of the Advance-Rumely Madison, Wis., branch.

For seven years he has maintained the policy of centering his entire sales efforts on the Advance-Rumely line in preference to handling the goods of a number of manufacturers.

The results prove that his method is highly successful and profitable. Last year he sold in excess of $90,000 worth of Advance-Rumely machines!

Just as Advance-Rumely products are characterized by large capacity, long life and economy, Advance-Rumely dealers are

J. O. Frish is not worrying now about how to buy shoes for the baby.

distinguished by the large volume of business that comes to them.

The average Advance-Rumely dealer experiences a degree of satisfaction and profit that makes him the envy of other dealers. For he represents a line of power farming machinery possessing such inbuilt quality that, once this quality is known in a neighborhood, a growing permanent sale is developed.

There is yet time to secure a 1921 Rumely contract. Are you interested? Ask for details.

ADVANCE-RUMELY THRESHER COMPANY, *Inc.*

LaPorte, Indiana

Calgary, Alta. Saskatoon, Sask. — Regina, Sask. Winnipeg, Man.

48 Abell Street, Toronto, Ont.

RUMELY OIL PULL TRACTOR LA PORTE IND

ADVANCE RUMELY

Selling Points for the Silo

The remarkable interest being shown in silos by the farmers in Western Canada is proof that the aggressive dealer should do all that he can to boost the growth of ensilage crops in his district. The sunflower is a splendid ensilage crop for the Canadian West. It is a hardy and cold resisting plant and has been successfully grown in large acreages. In 1919 sunflowers yielded as high as 34½ tons per acre at the C.P.R. Demonstration Farm, at Strathmore, Alta., and 38 tons per acre have been had. Sunflowers serve as a cleaning crop and as they are sown in the same way as corn and intertilled, they leave the land in good condition for crops to follow.

The value of a crop preserved by a silo is increased about forty per cent over that of a crop harvested in the usual way.

Less room is required for the storage in a silo of the product of an acre of land than in cured condition in a barn.

A much larger amount of digestible food can be secured from an acre of silage corn than from an acre of hay.

The silo enables us to preserve a larger quantity of the food materials of the original fodder for the feeding of farm animals than is possible by any other system of preservation now known.

Succulent food is nature's food.

Since smaller barns may be built when silage is fed, there is less danger of fire, thus decreasing the cost of insurance.

Silage enables us to keep more stock, thereby increasing the fertility of the farm, which will in turn give us larger crops and affords a chance for more stock.

Ensilage is considered the most economical part of the ration of dairy cows and young stock. It will save about one-third or more of all feeds fed in winter.

Where hay-making is precluded, as is sometimes the case with second crops, as clover, rowen, etc., on account of rainy weather late in the season, the silo will preserve the crop, so that the farmer may derive full benefit from it in feeding it to his stock.

No danger of late summer droughts, as by using the silo with clover or other green summer crops, early in the season, a valuable succulent feed will be at hand when pasture in most regions is apt to give out.

Crops unfit for hay-making may be preserved in the silo and changed into a palatable food, such as thistles, weeds, etc.

The harvest can be removed earlier, making it possible to finish fall plowing sooner and to seed the land down to grass or winter grain.

The silo is the cheapest method of handling the crop, of storing it, and the best method of saving and realizing the fullest value of the crop as feed.

More stock can be kept on a certain area of land when silage is fed than is otherwise the case.

Silage can be kept longer than any other succulent feed.

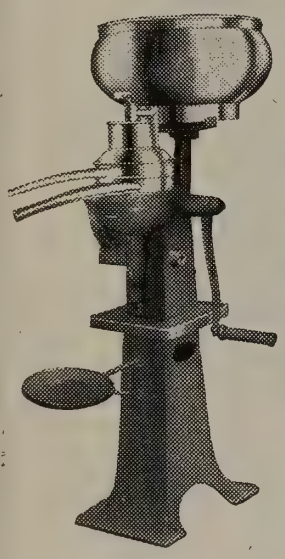
All successful dairymen consider a good silo a very necessary part of their dairy equipment, and the silage contained therein greatly increases the milk flow.

LONDON GEM CONCRETE MIXER

This machine is suitable for such work as mixing mortar or concrete for floors, barn walls, foundations, silos or any work not requiring a capacity of over 20 yards per day. IT CAN BE RUN BY HAND or connected to gasoline engine or any kind of power. It is well built and will save the price of itself in ten days' use. Described in Bulletin A.

Agents will find this machine a great seller. :: Write for terms to Agents.

LONDON CONCRETE MACHINERY CO., LTD.
LONDON ——— *Dept. K* ——— CANADA



The "BEST SELLERS"

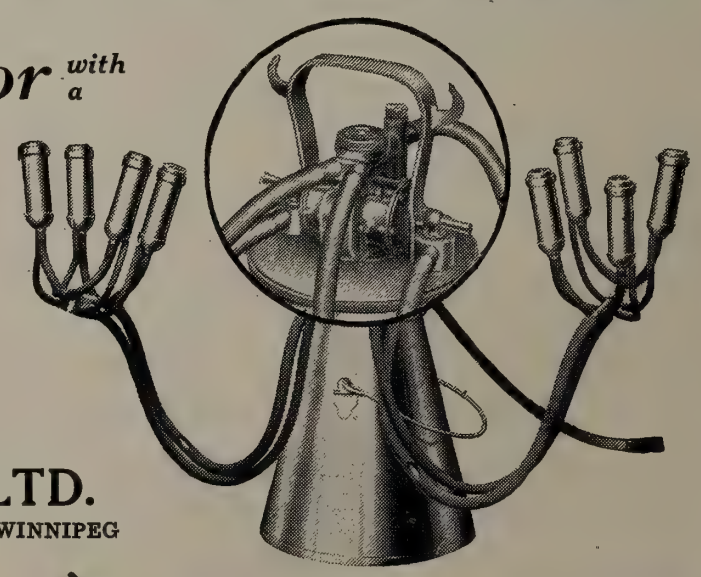
The Separator with the Million Dollar Bowl!

THE new Empire-Baltic—"The Separator with the Million Dollar Bowl"—is the most thoroughly modernized, simplified, and efficient Cream Separator on the market to-day.

The advantages afforded by its simple construction, and improved bowl—spindle disconnected—are easily seen and appreciated—and it is these that will make Empire-Baltic Separators the best sellers in your district.

EIGHT SIZES. CAPACITY from 135 to 1,000 Lbs. Per Hour.

The New Pulsator with a 4-Year Guarantee



The Empire Milking Machine has so proved its efficiency and superiority, that numbers of the large dairies have standardized on this equipment.

The new pulsator of the Empire Milking Machine is the only pulsator with a four-year guarantee. This feature will strongly appeal to your prospects and help you make sales.

You will be interested in the Empire dealer proposition. Write us for particulars.

ROBINSON-ALAMO LTD.
140 PRINCESS ST. WINNIPEG
Western Distributors of

EMPIRE

CREAM SEPARATORS AND MILKING MACHINES

The Empire Cream Separator Co. of Canada, Ltd. TORONTO WINNIPEG

A Live Dealer

A recent issue of the "Harvester World" contains an interesting review of the business career of Charlie Congdon, the popular International Harvester dealer at Newdale, Man. The article says:

"He's full of energy, absolutely dependable in his sales arguments, and he looks diligently after his customers after they have signed and taken delivery. When a farmer becomes a prospect he has just started a long course of pleasant relations with Charlie."

Mr. Congdon, who does an annual business of around $200,000, is the son of an Ontario dealer. He commenced in the trade with the McCormick Co., at Winnipeg, and worked for various agents in Manitoba, finally with J. H. McLean, at Shoal Lake. In 1909 Mr. Congdon opened at Newdale, where he has built up a remarkable business through sheer ability and personal effort.

Proposal to Place Sale of Lightning Rods Under License

A bill before the Ontario house asks that no person or company shall sell lightning protection systems unless under a license obtainable from the fire marshall of the province who must approve both the apparatus and method of installation.

The maker or vendor must file a guarantee providing that in the event of damage by lightning to any rodded building, the cost of material, and installation shall be returned to the owner of the building or the damage repaired free of cost. To insure this guarantee being carried out, the manufacturer or vendor must file a bond with the fire marshall to the amount of $10,000. A fee of $50 will be required before the issuance of any license and the manufacturer or vendor will also be required to pay a tax of 80 cents for every $100 received from the sale of lightning rods and equipment in Ontario. Manufacturers and vendors, as described above, may appoint agents for the sale of such apparatus, but such agents must also hold a license which will be issued upon proper proof of reputation and character, for a fee of $3.

De Laval Equipment

In speaking of their milking machine, the De Laval Company contend that the De Laval milker is more useful and profitable to a dairyman than his binder, mower or manure spreader; yet there is no question as to the practicability of these machines. Milking comes twice a day, every day in the year. Harvesting grain requires but a few days once a year. A dairyman would better harvest his grain by hand than milk by hand. The idea of harvesting by hand is unthinkable—the cradle is a relic of by-gone days; and just as sure as swinging a cradle is a lost art ,so will hand milking be a lost art, and that time is not far distant. Whenever in the past any machine or device has been put upon the market which would either increase production or lower the cost of production, the farmer has always been ready to buy, regardless of prices. The Milker does both; it lowers the cost of production and increases production of one of our principal crops—milk.

In talking of the value of dairying to the community, F. D. Green, president of a bank in South Dakota, says:

"I am firmly of the opinion that farmers must make dairying one of their principal lines of endeavor in order to succeed in their business. My observation is that those farmers who rely upon the milk cow for a portion of their income throughout the year are our most prosperous customers . They do not have heavy store bills to settle from the sale of their crops each fall. Their income is steadier and more uniform and they are better able to withstand the vicissitudes of climate and the risks of the business than those farmers who resort exclusively to grain growing.

A Specialty That is in Big Demand

F. N. McDonald & Co., 156 Princess St., Winnipeg, announce that they have secured the selling rights for Canada, of the E-Z Way gate fastener, as sold in U.S. territory by the E-Z Way Sales Co., of Moorhead, Minn.

This device has had a great sale to farmers in the U.S. It forms a perfect fastener for old-fashioned wire gates, of which there are vast numbers in the west. It can be applied in five minutes by the farmer, giving a taut and rigid gate that can be opened and closed by a child. With the wire loop fastener, hogs and other stock could get through the sagged gate; this is impossible with the E-Z Way fastener. Any man who has had to drive a car or rig through the old wire gate recollects the trouble of opening and closing. This is the biggest sales argument for E-Z fasteners; their price is such that they sell with very little effort.

Massey-Harris

The Digger Gets the Gold

NATURE provided vast stores of mineral wealth for mankind. She placed quantities of gold, silver, iron, nickel, tin, platinum, mica, and coal in various continents, where they have lain for centuries awaiting the coming of the day when each would take its place in the commerce of the world. But they are down in the earth and down there they must stay until someone digs them free.

In every field of endeavour there are hidden possibilities which can be uncovered and turned into profit by all who realize that a little extra effort brings results.

Soon in your district, the farmers will be at their harvesting. Massey-Harris Haying Machines, Grain Binders, Corn Harvesters, Ensilage Cutters, and Bain Grain Wagons will be used, discussed, and bought. There will be a harvest of sales for the man who is prepared to grip the shovel a little more firmly and dig right in—so dig for prospects, dig for sales and keep on digging until you have unearthed every sale in your territory.

Tell your farmer friends how Massey-Harris Implements make good farming easy; tell them of the years of work our machines do; and tell them of the speedy, dependable service that we can give them. Now is the time to do it and remember, the digger gets the gold

MASSEY-HARRIS CO., Ltd.

Established 1847

Branches in Western Canada at

WINNIPEG BRANDON REGINA SASKATOON
CALGARY YORKTON SWIFT CURRENT EDMONTON

With the Manufacturers

The name of the National Steel Car Company, Limited, has been changed to that of Hamilton Car Company, Limited.

R. H. Collins, president of Cadillac Motor Car Co., has announced that Cadillac prices will remain unchanged throughout 1921.

M. W. Bartlett is the new general manager of the Splitdorf Electrical Company, with headquarters at the main factory, Newark, N. J.

Hunt, Helm, Ferris & Co., Harvard, Ill., have announced a substantial reduction on their line of barn equipment, hay tools, door hangers, etc.

The Macultivator Co., Sandusky, O., has changed its name to Motor-Macultivator Co., and will move its factory to 1306 Dorr St., Toledo, O.

On all types of its line of portable and stationary elevators the Portable Elevator Mfg. Co., Bloomington, Ill., has made a reduction of ten per cent.

The Allis-Chalmers Mfg. Co., Milwaukee, Wis., announces the appointment of H. G. Chandler as manager of its branch house at Des Moines, Ia.

The plant of the Columbia Wagon Works, Columbia, Pa., which has been in the hands of a receiver, has been purchased at public sale by M. R. Hoffman.

The Algoma Foundry & Machine Co., Algoma, Wis., has completed recent additions to its factory and machine shop, due to increasing demands for ensilage cutters.

The Minneapolis Steel and Machinery Company, announce that it has moved its New York offices from the present location in the Tribune Building to Suite 2908 Woolworth Building.

The Beeman Tractor Co., Minneapolis, Minn., on June 1st, moved their main offices, now located at 307 Sixth Avenue South, to the factory at Columbia Heights.

H. H. Price, former treasurer of General Motors Corp., has been made the president of the Cadillac Motor Car Co., to succeed R. H. Collins who has resigned to head the new Durant-Collins Motor Co.

The Sandusky Tractor Co. has been organized at Sandusky, O., and will take over the plant of the Dauch Mfg. Co. The company has a capital stock of $100,000.

It is announced that the Cleveland Tractor Co. of Canada will move their eastern head office from Montreal back to Windsor, Ont., where they were formerly located.

The Gill Mfg. Co., Chicago, recently established branches at Spokane, Wash., and Houston, Tex. The company now has forty-one branches throughout the country.

The schedule filed in connection with the bankruptcy of the Monarch Tractor Co., Watertown, Wis., places the company's assets at $700,000 and the liabilities at $800,000.

The Banwell, Hoxie Wire Fence Co., Ltd., Hamilton, Ontario, are issuing a new catalogue of their various styles of "Peerless" wire fencing and other wire constructions.

A report from Great Britain states that over a thousand of the famous "Ideal" windmills, built by Goold, Shapley & Muir Co., Brantford, Ont., are in use in the United Kingdom.

The De Laval Company, Limited, has been given a license by the Ontario government to do business in Ontario, with power to use in this province capital to the extent of $500,000.

The Bull Dog Tractor Co., Fond du Lac, Wis., has been reorganized under the name of Bull Dog Tractor Corp. The capital stock has been reduced from $750,000 to $250,000.

J. P. Ripley has been appointed advertising manager of the Tractor and Implement Bearings Division of the Hyatt Roller Bearing Company, Chicago, Ill., to succeed H. M. Carroll, resigned.

H. C. McWhinney, vice-president of the Empire Cream Separator Co., Bloomfield, N.J., is now in charge of advertising in connection with the sales department of this company.

The Hudson Mfg. Co., Minneapolis, has increased its capital stock from $1,200,000 to $2,000,000. This company has been expanding its interests by the purchase of additional plants in different locations.

A rotary snow plow, designed for use either with tractors or motor trucks, is to be manufactured by the Milwaukee Snow Conveying Co., Milwaukee, Wis., a new corporation with a capital stock of $25,000.

Supervisional sales managers from all over the United States and Canada gathered at the factory offices of the Hart-Parr Co., Charles City, Ia., during May to plan an intensive campaign on summer sales.

Orlo S. Barrett has resigned as advertising manager of the Studebaker Corporation of America, South Bend, Ind. Mr. Barrett had been with the Studebaker organization for nearly twenty years.

The British-American Oil Co. will establish a branch at Camrose, Alta. A site has been secured and operations on the erection of a warehouse and two storage tanks will commence immediately.

Chas. H. Morse, who developed the large business of Fairbanks, Morse & Co., died at Orlando, Fla., May 5. He had been ill during the past two months. Mr. Morse was born in St. Johnsbury, Vt., Sept. 23, 1833.

The Falk Co., Milwaukee, has changed its name to the Falk Corp. and increased its capital stock to $8,000,000. It is reported that the company is planning to engage extensively in the manufacture of oil engines.

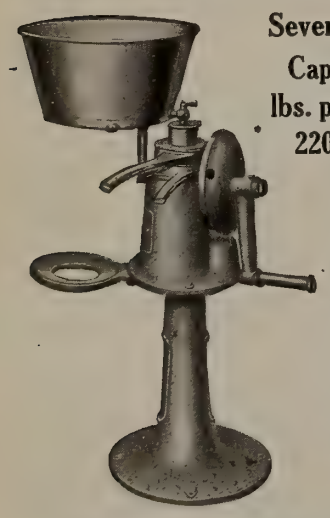
It is reported that the La Crosse Tractor Co., La Crosse, Wis., will move to Oshkosh, Wis. Steps will be taken to reorganize the concern under the name of Oshkosh Tractor Co., with a capital stock of $1,500,000.

The A. H. W. Carburetor Co., Newark, N.J., has been organized

Increase Your Profits and Prestige by Selling

Lister-Premier

Cream Separators



Seven Sizes.
Capacities, lbs. per hour:
220, 280, 350, 500, 650, 800, and 1,000.
British Built

Leaders in Efficiency

Simple in design. Finest mechanical finish. Short crank; easily turned. All moving parts run in oil. Gearing entirely enclosed. Aluminum discs cannot corrode. Easy running—easily cleaned. A high-grade separator at a reasonable price.

The Lister Line Includes:

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister-Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Power Pumping Outfits, etc.

R. A. Lister & Company (Canada) Limited

Winnipeg :: :: Toronto

MACKENZIE, THOM, BASTEDO & JACKSON

Barristers, Solicitors, etc.

REGINA, SASK.

Solicitors for:

Advance-Rumely Thresher Co., Inc.; Aultman & Taylor Machinery Co., Ltd.; Robt. Bell E. & T. Co.; J. I. Case Threshing Machine Co.; Canadian Avery Co., Ltd.; Canadian Tillsoil Farm Motors, Ltd.; Canadian Oliver Chilled Plow Works, Ltd.; DeLaval Dairy Supply Co., Ltd.; Emerson-Brantingham Implement Co.; Hart-Parr Company; International Harvester Co. of Canada, Ltd.; A. Stanley Jones Co., Ltd.; Minneapolis Steel & Machinery Co. of Canada, Ltd.; Minneapolis Threshing Machine Co.; Nichols & Shepard Company; Petrie Manufacturing Co., Ltd.; Sawyer-Massey Co., Ltd.; Stewart Sheaf Loader Co., Ltd.; Tudhope Anderson Co., Ltd.; Watrous Engine Works Co., Ltd.

Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

NEW BRISCOE

Four-Cylindered Economy in a Car That Can Keep Pace With the Most Powerful

DEALERS are finding an increasing tendency among to-day's motor car buyers to favor the 4-cylinder car because of its greater economy and efficiency.

If you are seeking the car that offers both these features in the highest degree, the New Briscoe will command your attention from the outset.

The performance of the 4-cylinder Briscoe engine exemplifies every trait of the bigger and higher-priced cars—with one exception—Briscoe's fuel consumption is lower.

The compact power plant is mounted on a chassis, strong but light, giving just the proper balance of "Power with Economy."

The 4-cylinder type is coming into its own—recognized as combining efficiency with economy. And of all 4-cylinder cars, the New Briscoe is most clearly demonstrating the fact that a car can give fine service and develop high speed when called upon, without running up big bills for gasoline and oil.

Moto-meter, non-glare headlight lenses, and a complete instrument board are only a few features of its equipment.

These features combined in a smart appearing car of moderate price, give the Briscoe dealer the profitable advantage of representing "The Greatest Value Car on the Market."

Our dealer proposition is unusually interesting. If your territory is open--write us.

We specially invite all Dealers to Inspect the Briscoe Line of Cars, both at the Western Canadian Fairs and at our Dealers' Showrooms.

DEALERS WANTED IN OPEN TERRITORY

THE
Canadian Briscoe Motor Company
LIMITED

Head Office and Factory - Brockville, Ont.

Western Service Station, 156 Princess St., Winnipeg,

WESTERN DISTRIBUTORS:

F. N. McDonald & Co., 156 Princess St., Winnipeg.
McKee Motor Company - - Regina Diamond Motor Co. - - - Calgary
Gillespie-Mansell - - - Saskatoon J. R. N. Cooke - - - Edmonton
Dominion Motors, Limited, 1033 Georgia St., West Vancouver.

ASPINWALL
POTATO MACHINERY

Sprayers--Diggers

Machines to meet EVERY REQUIREMENT of the Potato Grower—Built of FIRST-CLASS MATERIAL and WORKMANSHIP. ASPINWALL SPRAYERS are SIMPLE—EFFICIENT and our digger is built to stand the WEAR and TEAR expected of these machines.

Backed by

ASPINWALL GUARANTEE TO BE EXACTLY AS REPRESENTED BY US AND TO DO ALL WE CLAIM

Manufactured by

WORLD'S OLDEST AND LARGEST MAKERS OF POTATO MACHINERY

This is YOUR OPPORTUNITY to develop a PROFITABLE TRADE and be in a position to COMMAND the potato machinery business in your territory.

Write for Descriptive Literature and Prices

Aspinwall Canadian Co., Ltd.

Guelph, Ontario, Canada

DISTRIBUTORS:

Wm. Eddie, Winnipeg, Man. E. A. Sharman Co., Lethbridge, Alta.

and incorporated by L. St. Jacques, Arthur H. Weber and E. T. Frazen, with a capital stock of $200,000.

The Rock Island Plow Co. announces a general cut in price taking effect immediately on all its line of farm implements with the exception of those tools on which a cut had already been made a short time ago.

The Montana Tractor Co., Oconto, Wis., has completed its new factory at a cost of $46,300. The plant will have a capacity of from six to ten machines daily and all parts except engines, radiators and chains will be built.

The Big Farmer Tractor Corp. has located at Stevens Point, Wis., where the $500,000 concern will erect its factory. The tractor to be built is the M. P. M., designed by A. J. Patch, former chief engineer of the Hart-Parr Co.

George W. Mixter, former vice-president of Deere & Co., Moline, Ill., and who has been associated with George W. Goethals & Co. for the past two years, has been made president of the Pierce-Arrow Motor Car Co., Buffalo, N.Y.

Under the new name of the Ann Arbor Machine Co., what was formerly the Ann Arbor Machine Corporation, of Ann Arbor, Mich., has been reorganized with H. M. Tallman, of Shelbyville, Ill., as president and general manager.

The Flood Tractor Co., Spokane, Wash., expects to have its four-drive tractor on the market within a few weeks. The company is to be reorganized with a capital of $1,000,000 and its name will be changed to International Automotive Corp.

R. W. Sutherland has resigned as vice-president and general manager of the Splitdorf Electrical Co., Newark, N. J. The resignation also carries retirement from the presidency of the Splitdorf branches in Chicago, New York and Toronto.

On May 4, the Hart-Parr Co., Charles City, Ia., reduced the price of their Hart-Parr "20" tractor, $200, from $1,195 to $995 factory cash list. The factory is gradually increasing producion of the "20" and shipments are moving steadily forward to the field.

The Hudson Mfg. Co., of Minneapolis, has closed a deal for the business of the Pull-Easy Mfg. Co., Waukesha, Wis., manufacturing a line of adjustable garden tools. The line includes hand and wheel garden cultivators, combination rakes and similar articles.

According to the annual report of the Advance-Rumely Thresher Co., Laporte, Ind., the net profits of that organization for 1920, after charges, federal taxes and inventory adjustment, were $1,277,231. Gross profits for the same calendar year were $4,971,121.

The London Concrete Machinery Co., at London, Ont., have lately experienced a great increase of export orders, and are enlarging their plant to meet this demand. It is further understood that this company are about to erect a large plant for the production of gasoline engines.

A. H. Gardner has resigned the position of secretary of the Herschel-Roth Manufacturing Company, Minneapolis, to take over the exclusive sale of a knotter hook that will successfully handle any kind or size of binder twine and can be attached to any make of binder.

The Power Farming Bureau, 754 Monadnock Building, Chicago, Ill., has been organized by the Tractor and Thresher Department of the National Implement and Vehicle Association. George E. Fuller, former secretary of the National Gas Engine and Farm Power Association, has been selected as manager.

The Post-Whitney Co. with an authorized capital of $10,000,000, has taken over the Whitney Tractor Co., Upper Sandusky, O., and the Post Tractor Co., Cleveland. The Post-Whitney Co. will continue to operate both plants, manufacturing the Post tractor at Cleveland and the Whitney tractor at Upper Sandusky.

General Forgings and Stampings, Limited, is the name of a new company, incorporated with a Dominion charter, to take over as a going concern the assets and liabilities of General Forgings and Stampings, Limited. The new corporation will, it is understood, engage in the manufacture of steel disc automobile wheels on an extensive scale. Their extensive powers also permit them to engage in the manufacture of wagons, automobiles, and many other kindred lines. The authorized capital is $900,000. The head office will be at Merritton, Ont.

Lister Travellers Met

Early in the month W. J. Ellis, general manager of the R. A. Lister Co. (Canada) Ltd., whose headquarters are at Toronto, spent a few days at the Winnipeg branch of the company. The travellers in Manitoba territory held a series of sessions with the executives of the company and means to increase business were fully discussed. Accompanied by D. N. Jamieson, Western manager, Mr. Ellis then went west to Edmonton where a similar meeting was held with the travellers in Alberta and West Saskatchewan territory.

MADE IN CANADA

Two Profits From SILO SALES

THE DEALER who sells the *Ideal Green Feed Silo* makes two profits. The first one is his regular dealer's profit; the second and much larger profit is the one that comes to him through the immediately increased prosperity of his community. Actually the second profit is so large and so certain that, if necessary, the dealer could well afford to forgo his selling margin.

An Ideal Silo on Every Farm

Would immediately increase land values and the farmers' buying power. Credit sales and bad debts would be reduced to the minimum and the dealer's capital would turn over three times where it turns once to-day. Agricultural prosperity follows the use of the Silo; it means the equivalent of June pastures in January and greater production at less cost.

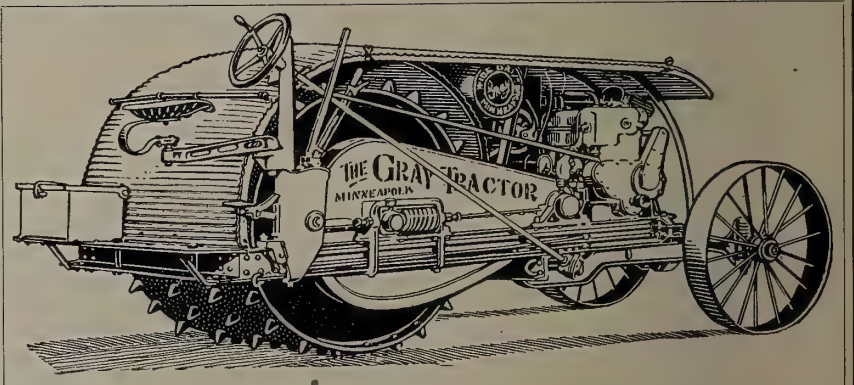
THE IDEAL SILO

Is made of carefully selected materials and every detail of it is fully up to the high standard of other De Laval products. Years of experience in Silo construction have taught us every requirement, with the result that the "Ideal" is in fact what its name implies. The sale of Silos will represent a big business this year and in future years and with the two-fold profit in mind, every De Laval dealer should immediately take steps to benefit himself and his community by securing a contract for the sale of the Ideal.

Catalogue and full particulars on request. Act now, so that your customers may make provision for a silage crop this year.

The De Laval Company Ltd.

Vancouver WINNIPEG Edmonton



For Summer Fallowing

Summer-fallowing can be done easier, quicker, and BETTER—with the Gray Tractor.

The Wide Drive Drum rolls the weeds flat ahead of the plows, making them easily covered, and preserving the moisture. The side arm hitch makes four operations possible in one.

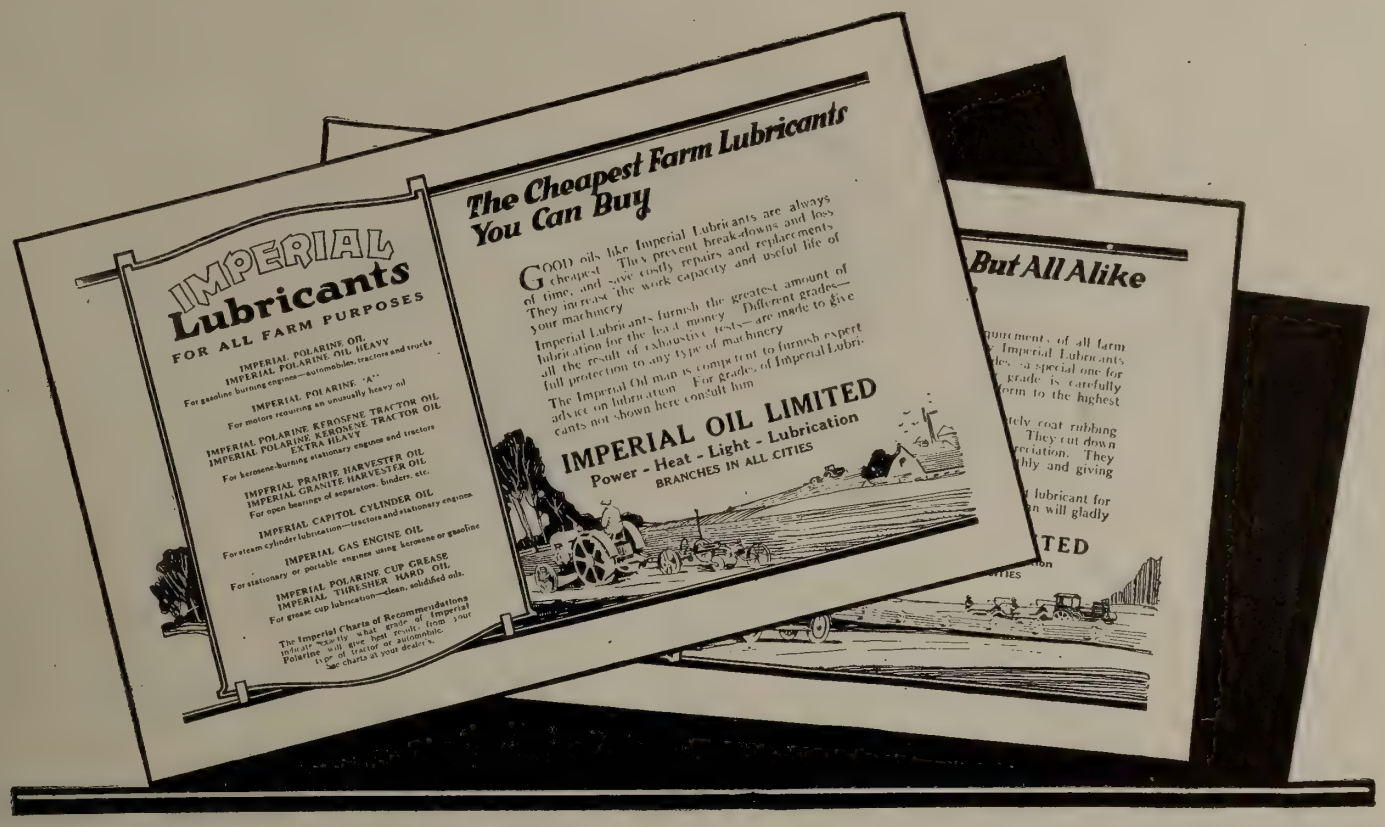
See the Gray at your exhibition.

Some good districts still open for dealers.

Gray Tractor Co. of Canada, Limited

Office and Showrooms, Lombard St., Opp. Grain Exchange
WINNIPEG

WESTERN DISTRIBUTORS:
Northern Machinery Co., Lethbridge and Calgary; C. Waring Co., Moose Jaw; The Tractor Co., Ltd., Saskatoon.


IMPERIAL
Lubricants
FOR ALL FARM PURPOSES
IMPERIAL POLARINE OIL
IMPERIAL POLARINE OIL HEAVY
For gasoline burning engines—automobiles, tractors and trucks
IMPERIAL POLARINE "A"
For motors requiring an unusually heavy oil
IMPERIAL POLARINE KEROSENE TRACTOR OIL
IMPERIAL POLARINE KEROSENE TRACTOR OIL EXTRA HEAVY
For kerosene-burning stationary engines and tractors
IMPERIAL PRAIRIE HARVESTER OIL
IMPERIAL GRANITE HARVESTER OIL
For open bearings of separators, binders, etc.
IMPERIAL CAPITOL CYLINDER OIL
For steam cylinder lubrication—tractors and stationary engines
IMPERIAL GAS ENGINE OIL
For stationary or portable engines using kerosene or gasoline
IMPERIAL POLARINE CUP GREASE
IMPERIAL THRESHER HARD OIL
For grease cup lubrication—clean, solidified oils.
The Imperial Charts of Recommendations indicate exactly what grade of Imperial Polarine will give best results from your type of tractor or automobile. Get charts at your dealer's.
The Cheapest Farm Lubricants You Can Buy
GOOD oils like Imperial Lubricants are always cheapest. They prevent break-downs and loss of time, and save costly repairs and replacements. They increase the work capacity and useful life of your machinery
Imperial Lubricants furnish the greatest amount of lubrication for the least money. Different grades—all the result of exhaustive tests—are made to give full protection to any type of machinery
The Imperial Oil man is competent to furnish expert advice on lubrication. For grades of Imperial Lubricants not shown here consult him
IMPERIAL OIL LIMITED
Power - Heat - Light - Lubrication
BRANCHES IN ALL CITIES
But All Alike
TED

Backed By Two Big Selling Forces---

IMPERIAL Lubricants are backed by two powerful selling forces that are always on the job. One of these is continuous advertising which reaches practically every Canadian farmer. The other, which is even more effective, is the very quality of the oils—they sell themselves.

You sell farmers their implements. Naturally they expect you to tell them what oils to use. Why not go a step further and supply them with Imperial Lubricants? By doing so you insure satisfaction with every tool you sell and, in addition, establish a good-paying, year 'round oil business.

Stock up with the full line of Imperial Lubricants and you can meet every need a farmer has. Imperial Lubricants give the kind of satisfaction that brings customers back again and again. They attract other farmers, too, and open up new trade in implements as well as oils.

Let the Imperial Oil Salesman tell you all about our attractive dealer agreement—it will interest you.

IMPERIAL OIL LIMITED

Power - Heat - Light - Lubrication

BRANCHES IN ALL CITIES

The U.S. Automobile Industry

The U. S. National Automobile Chamber of Commerce recently issued very interesting statistics covering the production in the automobile industry in the United States for the year 1920.

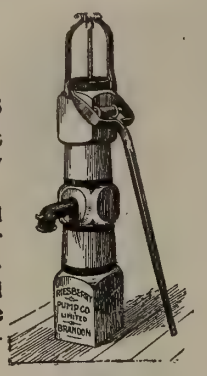
The value of complete car and truck output was $2,232,927,678; of parts and accessories manufactured, $725,136,942; tire replacement output, $636,750,000. The number of automobiles produced was 1,883,158 during 1920, and 322,039 motor trucks—a gain of 12 per cent over 1919 production. At the end of the year there were 9,211,295 motor vehicles registered in the United States, of which approximately three million were owend by farmers.

The capital invested in the industry was $1,204,378,642; number of employees, 325,000; wages and salaries, $482,950,000.

The total of gasoline produced was 4,882,546,699 gallons; gasoline consumption, 4,256,428,005 gallons. Tire production was approximately 32,400,000.

It is stated that 33,893 dealers are selling cars in the United States; 35,887 garages and 45,135 repair shops are in operation. Nearly 22,000 dealers are selling motor trucks produced by 222 factories. Approximately 100,000 trucks are in use on U. S. farms; 19 per cent of the trucks sold were ¾-ton; 51 per cent 1-ton; 11 per cent 1½-ton and the balance larger capacities.

PUMPS
AND
Clothes Reels



Made in the best equipped factory in Canada.
We make and handle pumps for all kinds of work.
We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

Sold to Canada

During 1920 Canada imported 8,046 passenger cars from the United States, with a value of $10,869,891. We also bought 2,149 motor trucks made in U.S.A., valued at $4,187,597. The value of parts purchased by Canada from the U.S. last year came to the enormous total of $21,635,691. Canada's purchases of cars made in the United States, for the last three years, are: 1918, 8,543; 1919, 8,826; 1920, 8,046. Our motor truck imports increase, being as follows: 1918, 1,596; 1919, 1,858; 1920, 2,149.

The increased cost of passenger cars is evident from the following figures. The value of the 8,543 cars we purchased from the U.S. in 1918 was $7,141,405: in 1919, 8,826, with a value of $9,393,009, and 1920, 8,046, with a value of $10,869,891.

International Calendars for 1922

The International Harvester Co. of Canada is now receiving orders from its dealers for the 1922 calendar of the company, delivery of which will be made between August 1 and the end of the year. The calendar is 24x12 inches and is very attractive, with an especially fine illustration.

Will Exhibit at Fairs

The Winnipeg headquarters of the De Laval Company Ltd. announce that they will put on an interesting exhibit at the fairs to be held this summer at Calgary, Edmonton, Saskatoon, Brandon and Regina. The exhibit will embody demonstrations of the De Laval milking machine in operation, while the advantages of sunflower ensilage for winter feeding will be demonstrated by the showing of Ideal Green Feed Silos as manufactured by the De Laval organization.

C. G. E. Expansion

Owing to the substantial development that has taken place in the electrical equipment business of the Canadian General Electric, Toronto, it has been found necessary to take over some of the space that has formerly been included in the Allis-Chalmers plant.

Swedish Separator Co. Occupy New Offices

The Eastern Canadian branch of the Swedish Separator Co. recently moved to new quarters in Montreal, where they are now located at 36 Notre Dame Ave. With over 3,000 feet of floor space they have a large repair and assembly shop. The Winnipeg branch also moved recently and now occupy commodious warehouses and office quarters at the corner of William and McPhillips St., Winnipeg.

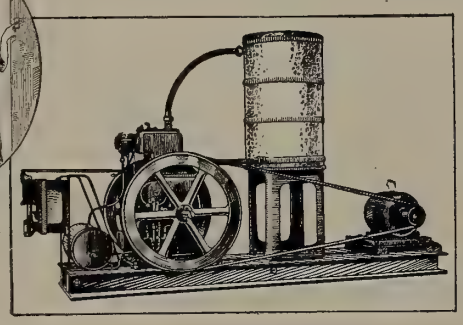
Case Branch Had Fire Loss

On May 7th, fire broke out in the office of the J. I. Case Threshing Machine Co., Notre Dame Ave. East, Winnipeg. The fire was soon under control and only the office furniture suffered.

A Twine Selling Policy

A firm at Trenton, Mo., has a policy in twine sales which means that the farmers get their twine on a variable price system. At the start of the season the twine is sold out of the car at just one-half cent profit. Farmers who want to get it out of the car at these terms can do so. When the stock of twine gets into the store, however, it is sold at a cent-and-a-half margin, cash. On time sales, two cents above invoice are added on twine.

Handle Lister-Bruston Automatic Electric Lighting Plants



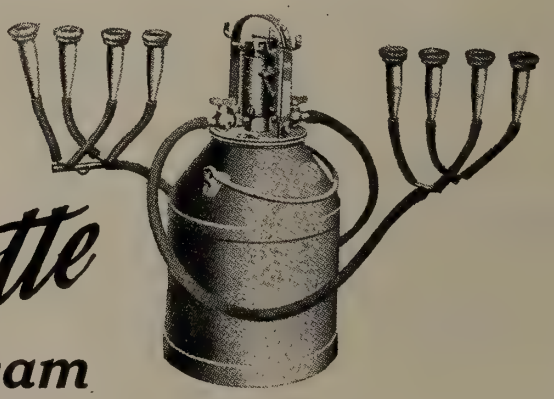
We manufacture 14 sizes of electric lighting plants. Capacities from 14 to 1,500 lights. There is a type for every demand—farms, town houses, churches, schools, halls, etc. Either belt-driven or direct-connected. Driven by the famous single, twin and four-cylinder Lister slow-speed engine. The most simple, economical and efficient plants sold. We can supply a lighting plant for any requirement. Your customer can use his own engine. Tell us what your prospect requires and we will quote you.

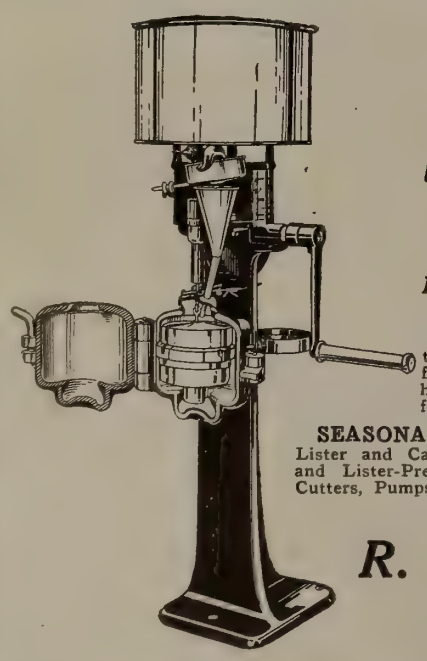
FULL PARTICULARS SENT ON REQUEST.

Lister Milking Machines

Simple, Sanitary and Trouble Proof

In single or double units. The Lister pulsator gives perfect release of the teats, and its stroke is instantly adjustable to suit the individual cow. Our milker operates with any 1½ H.P. engine or motor. Economical for even the man with a few cows.





Melotte Cream Separators

12 SIZES: CAPACITIES from 280 to 1,300 Pounds

Good business and good profits go with the Melotte agency. Melotte reputation for quality construction and close skimming has never been equalled. Self-balancing, frictionless bowl.

SEASONABLE LISTER LINES INCLUDE:
Lister and Canuck Engines, Lighting Plants, Melotte and Lister-Premier Cream Separators, Silos, Ensilage Cutters, Pumps, Pump Jacks, etc.

LISTER SILOS ARE IN GOOD DEMAND

Our Stave Silos give long life and complete satisfaction. Every sale nets a nice profit for the dealer. With a sunflower crop the farmer is assured ample, palatable winter feed. Let us send you full particulars of this line.

GET OUR PROPOSITION.

R. A. LISTER & CO. (Canada) LTD.

WINNIPEG TORONTO

How are We Going to Cut Costs this Year?

—that is the momentous question that faces every substantial manufacturing concern.

And so it is with the farmer. He must plow larger acreage at less costs per acre, his belt work must be accomplished better and cheaper, he must overcome the time-wasting handicaps imposed by the weather.

The tractor has proven its ability to lower costs and increase production. Therefore, the farmer needs a tractor this year more than ever.

The extreme simplicity of the G-O Tractor, both in construction and operation, makes it *fit in* to the farmer's business policy. Greater production at less cost. More G-O Tractors in your territory will mean more money in the pockets of your customers—more money to buy other things from you.

Write immediately for the G-O Dealers' Proposition.

GO TRACTORS

The General Ordnance Co., Cedar Rapids, Iowa

The Tractor Co. Limited
Saskatoon, Sask.
Distributor for Northern Saskatchewan

The Tractioneers
Winnipeg, Man.
Distributor for Manitoba

Ontario Wind Engine & Pump Co. Limited
Regina, Sask.
Distributor for Southern Saskatchewan

Helping the Situation

In this period of business depression many claims are made that farmers are on a "buyers' strike", and that whatever price farm equipment is offered at they will not buy. But the fact remains that many cannot buy from lack of funds.

Restriction of financial accommodation may be a sound policy for financial institutions in times like the present, but how can the banks expect the rural communities to prosper if they do not help them where necessary to get equipment which is of vital value in getting economical production and bigger acreage. It is well known to-day that whatever the credit rating of a farmer, in most cases he cannot get accommodation—even in the best districts. In the end this must lead to long term sales—a factor that we had been getting away from, and in the final analysis money to finance those sales must come from somewhere, if the farmer is to carry on.

It will pay the farmer to-day to exert his powers to effect a readjustment of commodity prices and production costs to a fair and stabilized basis. The solution of our present problem is balanced readjustment. The farmer has most to gain finally by producing as much primary wealth as his land will yield. Prosperity is based upon production—but production at this time calls for judicious financing of the farmer by financial institutions. It is hard to sell a fanning mill to a farmer when the price represents half a carload of oats.

And if the period of deflation through which we are passing has taught our business men anything, it should have impressed upon them the absolute necessity for adequate financial reserves to take care of the "lean" years that follow the "fat" years.

Getting Settlement of Freight Claims

The most satisfactory way to obtain quick results from railway and express companies in the settling of claims is to have your claims complete in every sense when forwarded. By that we mean, attach all the necessary papers and information to prove the responsibility against the railway.

The papers needed to support a claim against a railway for a freight shipment are: The original bill of lading or a copy of the same, the invoice or certified copy, and a statement of loss showing just what goods are short or damaged and their actual cost to you. To this you may add your expenses, such as cartage, picking the goods over, repacking, etc. Always allow the railway company any salvage which you have been able to obtain.

In express shipments you can only forward the invoice or certified copy and a statement of claim. If you follow these instructions you should not have very much trouble, if any at all, in obtaining a settlement from the claims department.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
812 CONFEDERATION LIFE BLDG. WINNIPEG, CANADA

SUBSCRIPTIONS
$1.00 per year in Canada: Foreign $1.25 per year Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, JUNE, 1921.

The Future of Tractor Design

Considering the variety of tractors shown at any great tractor exposition, the average dealer—and even the average engineer—is forced to admit that the prime necessity in the tractor business seems to be a definite standard in construction and design. The fact is that there is perhaps more known in general and less in particular, about the tractor than about any other farm machine. Recent specification figures show that in the United States and Canada there are some 325 tractors of some 225 different makes on sale. They cannot all be perfect from an engineering standpoint, and it is safe to say that no one knows whether any one tractor or type of tractor is the last word in efficiency.

The need for research work on tractors to provide some definite and well-established working principles to be used in design and manufacture is reflected, both in the large number of different makes for sale and in the tractor inspection laws which have come into effect in certain states, notably Nebraska.

Handle Advertised Lines

Don't carry dead stock—make your capital work all the time. If you handle only fast-selling lines, you can reduce your capital investment from twenty-five to fifty per cent. Quick turnovers are the things which you must have nowadays if you are going to keep your banker satisfied and show a profit at the end of the year. Everywhere bankers are urging merchants to reduce stocks to be ready to face a falling market, and to be safe all the time. There is only one way you you can do this, and that is, carry the goods which sell fastest. That means advertised goods, the kind that the farmers in your community know about. If you have these lines in your store, and let the farmers know that you have them, you can do a big business on small capital without long-time investments in slow-moving, profit-losing stock.

Electricity on the Farm

The possibilities of electricity on the farm are unlimited. Electricity will provide the rural population with practically all the conveniences of city life, and besides provide an economical means of performing much of the work to be done on a modern farm. Farm help is high priced, difficult to secure, hard to hold, therefore the alleviation of manual labor is a desirable aim. Electricity will do this.

It will light the home, the barn, dairy buildings, yards, etc., by the pushing of a button. It will provide current to operate fans, blowers for forges, pumps, motors for talking machines, sewing machines, dish washers, pianos, ice cream freezers, cream separators, churns, vacuum cleaners, refrigerator machines, milking machines, feed grinders, hoists, emery grinders, drills and machine tools of various kinds.

In short, it opens up to the resident on the farm all the possibilities of comfort and convenience that a resident of the city enjoys, and as one of the problems of the day is to keep the boys and girls on the farm, the more attractive the conditions of life are made for them, the more likely they are to remain.

The average farmer with an automobile and an electric light and power plant, will consider himself more favorably situated than his city brother.

Co-operation in Shortening Terms

It is far better to lose a dozen doubtful credit sales than it is to have the money tied up in book accounts at the moment when you most need it in order to keep your own credit unsullied.

If any dealer hesitates about combating the credit evil alone, it is a simple matter to hold a conference with his competitors and reach a "gentleman's agreement", whereby terms can be shortened and conditions for obtaining retail credit made more exacting. You will usually find that your competitors are pretty good fellows after all, and that there will be more business and more profit for all of you if you will work together instead of fighting one another.

The Restriction of Buying

Did any business man who is almost exclusively a seller ever succeed or ever attempt to sell in maximum quantities upon a declining market? It does not stand to reason. There is not a man who is buying anything to-

day that he doesn't need, and there is not a man who expects to sell anybody to-day anything that anybody doesn't need. That is the proposition; and we regard as real salesmanship to-day, the salesman who will go out and see the dealer, tell him frankly that he doesn't expect him to buy something he doesn't require, any more than the dealer expects the farmer to buy something that he doesn't require, to produce at a minimum cost.

Corporation Buys Fibre

The Eric Corporation, New York, in which the Royal Bank of Canada is interested, recently moved its offices to the third floor of the building in which the bank has it offices in the above city. This corporation has adopted plans for the marketing of the stock of Mexican sisal now existing in the United States and also for handling some, at least, of the current production of Yucatan planters. It is working in conjunction with the Mexican Federal Government's Comision Moneteria. This Comision began to buy sisal in Merida lately, and within seven or eight days it had bought beween 15,000 and 20,000 bales.

Twine Demand Late

Commenting upon the binder twine market, Cordage Trade Journal says in a recent issue:

"Complaints come in that farmers have been very backward about providing for their requirements of binder twine for the coming domestic harvests, and fear is felt that they may delay too long, with the result that sufficient twine will not be on hand when it is actually needed to bind the crops. Inquiries for export are increasing, and with conditions, notably exchange, improving it is thought that a good-sized export business will be done later in the year.

Make the Floor Attractive

Did you ever think how you could make your salesroom take on a new appearance, or how feed grinders, engines, washers and lighting plants are excellently adapted for arrangement as an indoor display? Such floor arrangements can be worked up very attractively without undue cost, and when so handled prove good business getters, because out of every ten persons who look them over, some one is going to betray an extraordinary interest that can be crystallized into a sale.

Personal

A new dealer at Eden is G. H. McCracken.

Edgar Bruce is a harness dealer at Poplar Point.

G. A. Nordall has opened a garage at Wynyard.

Carl Williams has opened a garage at Roblin.

W. R. Heavenor is opening a garage at Calgary.

J. R .Taylor is running an auto concern at Invermay.

Roy's Garage at Moose Jaw is now out of business.

L. A. Rush has opened an auto business at Dundurn.

John Mardin has opened a harness shop at Glenella.

J. E. Lemay is commencing a garage at St. Norbert.

Batchelor & Johnson have sold their garage at Edmonton.

S. Strickland is succeeded by E. B. Eldon, at Milestone.

O. Petrie has discontinued his motor business at Kelliher.

Joseph Bergman has discontinued his garage at Bruno.

R. D. L. Warren is now selling farm machinery at Isabella.

Simon Simonson is handling farm machinry at Wolseley.

Wasyl Kastyniuk is now selling implements at Tolstoi.

B. Clark, of the Busy Bee garage, Balcarres, died recently.

J. Robinson has opened an implement shop at Cartwright.

Austin Miller is owner of an implement shop at Dunleath.

M. Kubb has discontinued his garage business at Amaranth.

Harvey Bannister has located in the garage business at Gray.

Brownlee and Dixon have opened a garage at Rocanville.

The Regina Vulcanizing Co., Ltd., is incorporated at Regina.

George Carey has bought an automobile business at Sleeman.

J. Teasley has opened a tire and vulcanizing shop at Drumheller.

Vegreville has a new implement dealer in W. H. Ferguson.

M. Rodger has commenced an implement warehouse at Duval.

M. Jackson of High Bluff is succeeded by Jackson & Tuckey.

R. F. Linton has commenced an implement business at Eden.

Sask. Motors Co. of Regina, had a slight loss by fire recently.

Stewart & Wilkinson are a new implement concern at Carmichael.

Jos. Filyk of Scepter is advertising his garage business for sale.

Jas. D. McAllister is dealing in implements and tractors at Estuary.

John Hamilton has entered the farm machinery trade at Star City.

Stevens & Carle have opened a garage and auto business at Oak Lake.

H. Leachman has started in the oil and accessory business at Girvin.

Barber & Fraser of Summerberry, have sold out to N. H. Brown.

The Market Harness Shop, at Edmonton, was recently damaged by fire.

The Griffith Motor Co. of Winnipeg, have dissolved partnership.

Richard Jeffreys has started a garage and accessory business at Dugald.

P. Dawson, garage owner at Benito suffered a small fire loss recently.

Young Bros., of Young, have sold out their farm machinery business.

Kirby & Hicks have opened a garage and tractor repair business at Ninga.

J. A. Tate is now dealer for the International Harvester Co., at Milestone.

The Gordon Garage, at Victoria, has been sold out to P. W. Dempster.

P. C. Dawson, of Benito, automobile dealer, suffered a fire loss recently.

McColl Bros. Ltd., oil company of Toronto, have opened a branch at Regina.

The Riddel Carriage and Motor Works, Ltd., are incorporated at Saskatoon.

Alexander & Farrell have commenced in the implement business at Ponoka.

F. E. Block has sold his implement store at Daysland, to Elleson Wallis.

The Northern Vulcanizing Works have dissolved partnership at Kelliher.

Harney Bros. and R. Jamieson are two new garage owners at Moose Jaw.

B. Ransom has entered the garage and auto business at Shellmouth.

Gillert Bros. had a fire loss in their implement business at Camper, recently.

J. E. Guilbault, implement and machinery dealer at Fannystelle, has sold out.

Mr. McMillan has opened a blacksmith and implement shop at Strathclair.

Cory Bros. of Briercrest, mach-

Now is the Time to Prepare For Fall Business

WHATEVER the difficulties in securing business at the present, do not forget that the dealer who is prepared will get his share of Fall business. There never was Fall work done but the farmers had a demand for implements and repairs.

¶ Whatever his attitude now, when Fall comes the customer will want the goods promptly. Prove your alertness as a dealer by being in a position to supply the needs of the trade quickly. The dealer who does this will make most sales.

¶ Let no sales opportunity pass this year. No man should order more goods than his knowledge of the territory dictates. But no man should make possible the loss of sales by failing to have sufficient stock on hand. Now, and not later, is a good time to estimate your Fall requirements and arrange for their supply. Foresight is always better than hindsight.

inery dealers, have sold out to O. C. Johnson.

A. McConnell, garage owner at Eatonia, is succeeded by McConnell & Collins.

Jas. Ramsay has sold his implement and livery business to B. Avery, Lauder.

Elniske Bros. garage at Mundare suffered through a tank explosion recently.

Sid Nardick, garage owner at Kindersley, has been bought out by Tailor Bros.

Z. Battel has sold his garage and implement business at Caron to H. A. Lilley.

Johnston & Johnston, of Hodgeville, have opened a new implement warehouse.

Alex. Crama has bought an interest in Elm Sheet Metal Works, Ltd., of Winnipeg.

Scarfe & Stevens, garage owners at La Riviere are succeeded by Scarfe & Scales.

The partnership of Petrie & Hyde, garage owners at Kelliher, has been dissolved.

H. Gostick is reported to be selling out his machinery and auto shop at Manor.

George A. Dulmage has discontinued his farm implement business at Yorkton.

R. Biswitherick, garage owner at Sidney, is succeeded by his son, Dougald Biswitherick.

M. Kellarman, farm machinery dealer at Bruno, has sold out to Tengenkamp & Matte.

McBeath & Bell are succeeded at Portage la Prairie by the Portage Garage Company.

W. G. Smewing, of Craven, has added a garage and repair shop to his business in that town.

The Conquest Garage & Machine Shop, of Conquest, has been sold to M. Bennett.

Setters Ltd., implement, auto and hardware merchants at Kamsack, have been burnt out.

The South Hill Vulcanizing Works, of Moose Jaw, have admitted a partner in the business.

Gulak Bros. machinery dealers at Regina, are contemplating discontinuing business at that point.

E. T. Syvindson, machinist & implement dealer at Langruth, has sold his garage in that town.

Steve Boyka has commenced in the automobile business at Hafford, and S. Cloakley at Ettington.

A report from Marieapolis states that Jos. Allard is now dealing in implements in that town.

H. F. McKenzie has bought out W. H. Cooper's garage and implement business at High River.

Morrison & Graham, of Bradwardine, are succeeded in the implement business by Graham & Wolf.

Barker Bros. & Co., of Peace River, have sold out their auto and implement business in that centre.

T. A. Anderson, manager of the American Separator Co., spent a few days in Minneapolis recently.

H. C. Hastings, farm machinery dealer at Rouleau, is succeeded by the Hastings Implement Co.

D. Mcleod, implement and garage dealer at Webb, has rented his garage business to Ross & Lacourse.

Aime Lavack has bought out the machinery and insurance business of G. Demouchel, at Lac Du Bonnet.

Dykeman, Gordon & Co., implement and hardware dealers at Benito, are succeeded by Dykeman & Gibbens.

The partnership of Gordon & Girard, garage and implement dealers at Bowsman River, is reported dissolved.

Grovum & Sorestead have opened a garage at Buchanan, and Pinkney & Dickson an auto concern at Carlyle.

Johnstone Bros., livery and garage owners at Minitonas, have dissolved partnership, R. Johnstone is continuing.

Portage la Prairie has a new company dealing exclusively in tractors. The firm name is Bray, McGuaig & Harper.

Blue Bird Corp., Ltd., washing machine manufacturers are closing their offices in the Montreal Trust Bldg., Winnipeg.

J. A. Levesque, of Dollard, has commenced a garage, while Bartel Bros., of Drake, have entered the automobile business.

V. H. Morris of Bowden is succeeded in his garage business by V. H. Shenfield, and Carl Christenson at Irma by M. K. McLeod.

Wyberg & Johnson have opened a garage at Metiskow, while W. J. Austin has commenced at Ranfurly in the automobile business.

J. F. Pirie has purchased the Newport Carriage and Wagon Works, at Whitby, Ont., from J. T. Newport, who is giving up business.

P. J. Grout, manager of the Twin City Separator Co., was a recent business visitor to the Minneapolis headquarters of his company.

B. A. Hines, export sales manager for the Oliver Chilled Plow Works, South Bend, Ind., was a recent business visitor to Winnipeg and Regina.

F. J. Weed, manager of the De Laval Company Ltd., Winnipeg spent a few days at the Edmonton branch of the company early in the month.

J. E. Kinley has closed his machinery shop at Cartwright, also Mooney & Robinson is the report. J. Robinson continues at this point, however.

William and John Morton have joined partnership in an implement, automobile and oil business at Elphinstone and will operate under the heading of Morton Bros.

Four new garage firms in Saskatchewan are Kearney & Bradley, at Loreburn; Hill & Graham, at Riceton; Vayta Bros., at Sceptre, and A. Erickson, at Scotsguard.

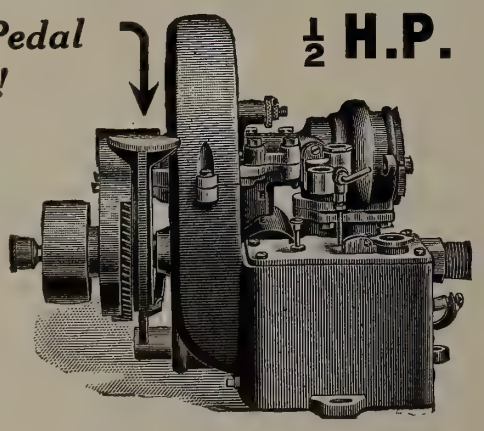
J. P Ritchie, manager of the

Dealers: Write at Once for Pre-War Price on the Self-Starting

"HAFA-HORS" ENGINES

Step on the Pedal and it Starts!

½ H.P.



Because you sell heavy engines, don't overlook the sales field for the Hafa-Hors—a little helper for little jobs. An easily started ½ H.P. engine that is the right size and power for running cream separators, washers, churns, pumps, grain graders, grindstones, water-supply systems, etc. Show the farm woman this engine and you sell it.

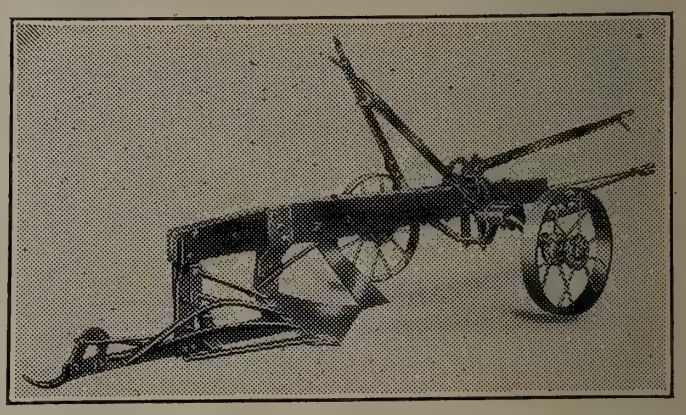
A Profit-Maker at the Price we Quote

Any woman or child can start it instantly by simply stepping on the pedal. An ideal engine for home or barn use. Simple, dependable. Always ready to run. Perfect speed control. Weighs only 62 pounds. Costs less than 3 cents an hour to operate. Pulleys can be changed in a moment. We ship from stock at once. Get a Hafa-Hors on your floor. The demand will surprise you.

DON'T DELAY—GET IN ON THIS OFFER

Elgin Gas Motor Co. Ltd.

1425 WHYTE AVE. :-: WINNIPEG, MAN.



VAN SLYKE BREAKING PLOW

Latest improved 1921 model (20-in.).
Also made as a horse plow.

A Western Plow Built in the West for the Western Farmer

Strong and powerful, lots of clearance, easy draft, cutting an extremely flat unbroken furrow, completely buries any brush. Will do as good work in either brush or prairie.

OVER 1,400 IN USE TO-DAY. *ASK ANY USER.*

ATTRACTIVE PROPOSITION FOR AGENTS :: WRITE FOR PARTICULARS

THE EDMONTON IRON WORKS, Ltd.

EDMONTON, ALTA.

Toronto
Globe
April 22nd
Poor Old Water Waggon
Paid Doubtful Tribute
In the referendum battle both wets and drys adopted the theory "Those not with us are against us." Nobody appeared able to play both sides of the argument. A motor supply station on north Yonge street appears to have solved the difficulty of sitting on both sides of the fence. Yesterday a sign appeared which read:
"Many on the water waggon feel better off."
Dry or wet, you can take it either way and get your own opinion in the reading.
En-ar-co MOTOR OIL
NATIONAL LIGHT OIL
En-ar-co GEAR GREASE
MANY ON THE WATER WAGON FEEL BETTER OFF
COPYRIGHT 1917
WHITE ROSE GASOLINE

TORONTO "GLOBE" COMMENTS ON BOY AND SLATE SIGN

THE papers are quoting En-ar-co epigrams in box rules on their front pages. The people are talking. Everybody is watching those Big Boy and Slate Signs in front of Garages, Service Stations and Stores all over the country.

Have this Attention Directed Your Way

This sign and epigram service of ours is open to you. It's the most novel eye-catcher ever produced. And when it gets people looking your way—they start coming your way.

Now, you want this sign. We want to tell you how easy you can get it, how we work out new epigrams for you to put on it every other day; how successful it has been for other dealers. This information will only cost you the price of a postage stamp. And it won't obligate you one bit. So why not, right now, fill in this coupon (it's put here for your convenience) and slip it in the mail to-night, addressed to our branch nearest you?

Canadian Oil Companies

LIMITED

Toronto, London, Montreal, Quebec, St. John, Halifax, Winnipeg, Regina, Saskatoon, Edmonton, Calgary.

CANADIAN OIL COMPANIES, LIMITED

Nearest Branch .....

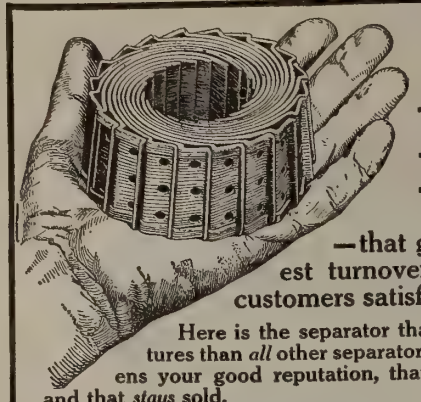
Tell me, without obligation, how I can secure your "Boy and Slate Sign, and Epigram Service.

NAME.....

ADDRESS.....

.....

..... C.F.I. 6



Sell the Separator That Possesses the Strongest Talking Points

—that gives you the quickest turnover and makes your customers satisfied.

Here is the separator that has more selling features than *all* other separators combined; that heightens your good reputation, that helps you sell others and that *stays* sold.

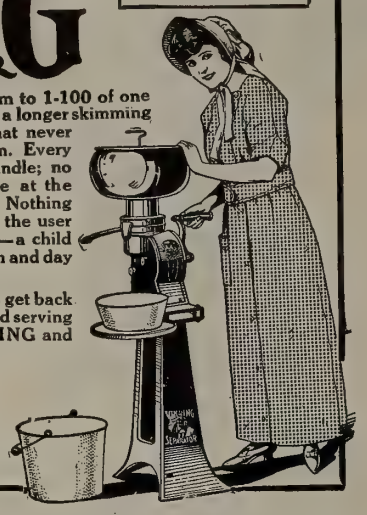
Ask for catalog 138 and our special dealer proposition

VIKING CREAM SEPARATOR

skims to perfection, *guaranteed* to skim to 1-100 of one per cent. It has the straight disc, with a longer skimming surface than any other type; discs that never become separated, are easy to clean. Every part of the separator is easy to handle; no back-breaking drudgery; no remorse at the mere *thoughts* of cleaning every day. Nothing to get out of order, nothing to worry the user or *you* about. It performs beautifully—a child can operate it. It does its work day in and day out, year in and year out.

If you are a live dealer, by all means get back of our broad guage plan of selling and serving to your customers; handle this VIKING and real service.

Write now for our liberal proposition and begin at once to control the separator business in your territory.



Swedish Separator Co.

Dept. 50 William and McPhillips St.
WINNIPEG, MAN.

Mention Canadian Farm Implements when writing Advertisers. It will help identify you.

John Watson Mfg. Co., Winnipeg, states that the factory is very busy turning out their line of feed cutters to take care of the fall demand.

R. McKenzie, manager of the McLaughlin Motor Co., Winnipeg, recently returned from a visit to the head office and factories of the organization at Oshawa, Ont.

P. L. Miller, formerly block man at the North Battleford branch of the International Harvester Co., has been appointed assistant manager of the Estevan branch of the company.

C. F. Nelson, formerly with the Big Four Gas Traction Co., and later with the Gray Tractor Co., has been appointed superintendent of the Reed Foundry & Machine Co., Kalamazoo, Mich.

The garage business at Milestone formerly conducted by F. W. Nicholas has been taken over by W. Anderson and H. Hanson. The farm machinery end of the business is still retained by Mr. Nicholas.

W .A .Morris, E. M. Metcalfe and W. J. McCuaig have formed the Portage Garage Co., at Portage la Prairie. The company will operate as automobile dealers and will handle oils, tractors and threshers.

E. T. Wright, International dealer at Arcola, has remodelled his warehouse, added a showroom, office and repair room, and now has one of the finest retail implement warehouses in Western Canada.

D. J. Beatty, for some time advertising manager of the Northern Electric Co., Montreal, has resigned to go into partnership with G. L. MacGillivray in the G. L. MacGillivray & Co., Ltd., Montreal.

A. C. Williams, formerly with the Empire Cream Separator Co., as travelling salesman, is now representing the Macartney Milking Machine Company, of Ottawa, and is covering the territory from Toronto west.

The Coutts Machinery Co., Edmonton, since its establishment reports good business. The owners are T. H. and W. J. Coutts, and they state that they are now adding equipment to their machine shop to turn out a line including small saws, grain crushers, etc.

Jos. A. Cormier, well known farm implement and Ford dealer at La Salle, Man., is opening a fine new garage. The new building will be 40x72 feet, with plate glass front. Accommodation is provided for 20 cars. At the rear end will be the tractor and auto hospital. This is the first garage in Newdale.

Garages have been opened up in many towns recently. Some of the new members of the trade are W. A. Fogg, at Birnie; Freeborn Bros., at Harte; Transcona Garage, at Transcona; Varty & Wessert, of Eatonia; John De Cattin, of St. Gregor; S .R. Farquharson, of Athabasca; and Carlson Bros., of Bindless.

Donald M. Spaidal, who was manager of the Canadian branch of General Motors Acceptance Corp., which he opened in 1919, has been appointed vice-president and general manager of the said corporation at New York. Before going with General Motors, Mr. Spaidal was head of the Canada Carriage Co., Brockville, Ont.

Weymouth Represents Link Manufacturing Company

H. E. Weymouth, a member of the sales force of the Link Mfg. Company of Kansas City, arrived in Winnipeg on his way to Portage la Prairie where he will take up a permanent position as one of the travelling salesmen for the Canadian branch of the business. H. C .Wallace, manager of the Portage la Prairie branch, states that Mr. Weymouth will spend most of his time in Saskatchewan, calling on the trade and attending conventions and salesmen's meetings which will probably be instituted as a part of their sales work.

Gilt Edge, 650-ft.
Gold Leaf, 600-ft.
Silver Leaf, 550-ft.
Maple Leaf, 500-ft.

Specify Your Requirements for

Brantford Binder Twine

Made by an All-Canadian Company that has had no tariff protection since 1896. Our production and sales in 17 years have increased from 80 tons per year to over 10,000 tons. We submit these facts as proof of our exceptional quality.

Made in Canada for Canadian Farmers

Advise your customers to specify for their requirements of Brantford Binder Twine AT ONCE

Uniformity, Length, Strength, Firmness and Finish

Our Mills are equipped with the most modern machinery and we use the highest grades of Fibres obtainable.

All our Twines are submitted to a special preservative treatment to make them insect-proof.

Don't delay, send you order to our Western Office

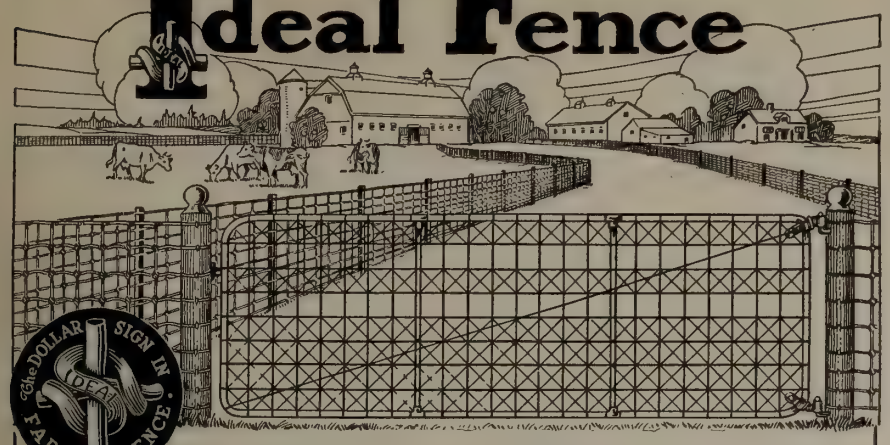
The Brantford Cordage Company Limited

BRANTFORD, ONT.

Western Canadian Office: 162 Princess Street, Winnipeg, Man.

Largest Manufacturers of Binder Twine in the British Empire

Ideal Fence



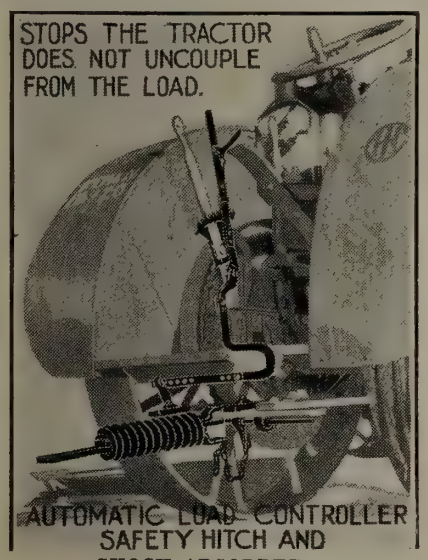
Quality and Value make Ideal Fence the most Profitable Line you could Handle

Everywhere you go in Canada you will see Ideal Fence—along the railway and highways, around farms, around town and city homes and parks. Wherever lasting fence protection is required Ideal is chosen, because every test proves it to be the strongest and best fence made, yet it sells for no more than ordinary fence.

We are backing Ideal quality and worth with a strong advertising campaign, which is having beneficial results for Ideal Fence dealers. We offer you the same co-operation.

Write for our attractive Dealer Proposition

Ideal Fence and Spring Company of Canada, Limited
Windsor, Ontario Winnipeg, Manitoba



A Line that Makes Money for Dealers

The Belcher Tractor Hitch

Absolutely guaranteed to prevent breakages of tractor or implement. It instantaneously disconnects the clutch. Adjustable while tractor is in motion. We show Style "A" for TITAN and similar H.P. Engines. Price,

$45.00 F.O.B. WINNIPEG

25 PER CENT DISCOUNT TO DEALERS

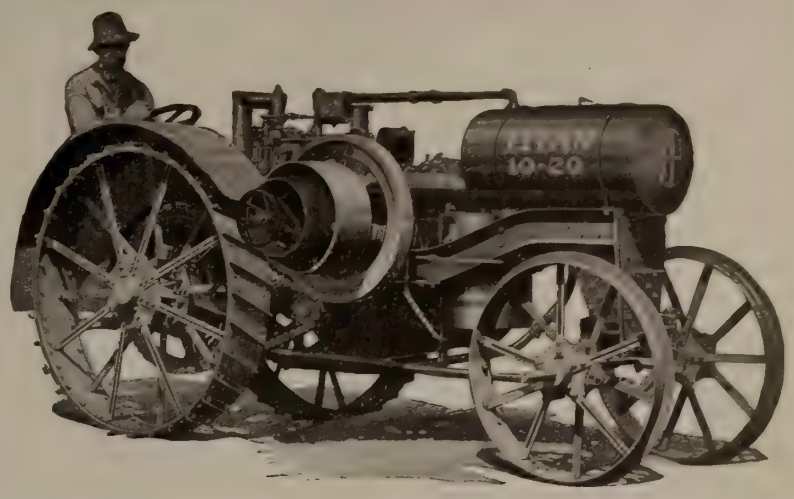
In case a complete hitch is not required we can supply guaranteed, highest grade

Shock Absorbing Steel Compression Springs for Tractor Use, as follows:

4,000-lb. Capacity (for 10 H.P. drawbar engines)	$ 6.00
5,000-lb. Capacity (for 12 H.P. drawbar engines)	8.00
6,000-lb. Capacity (for 15 H.P. drawbar engines)	9.00
8,000-lb. Capacity (for 17-18 H.P. drawbar engines)	11.00
10,000-lb. Capacity (for 20 H.P. and up drawbar engines)	12.50

Drawbars to fit above, $4.00 per pair. All prices are F.O.B. Winnipeg. Cash with order. Dealers, 25 per cent off list prices on both springs and hitch. Write at once to

FRED. P. BELCHER
240 Grain Exchange Winnipeg, Man.



A Power Farming Message to the Canadian Trade

ON THE BROAD, level farms of Western Canada, the trend towards power farming will take another step forward this year. Dependable tractor power will be needed for summer fallowing, threshing, fall plowing and a variety of other work. Now is the time to convince your prospects that the tractor makes farming more profitable. Get them started in time for the harvest work.

The reduction in the prices of **Titan 10-20** and **International 15-30 Tractors** makes them especially good values right now. You can talk rock-bottom prices, better farming through deeper plowing and more thorough tillage, getting work done on time in the short Canadian working season, the saving of labor and the economy over horses even at lower feed prices.

Take these points up with your prospects. When you sell a **Titan 10-20 or International 15-30**, with their unexcelled records for dependable work you are rendering a distinct service to your section—and it means profit to you.

CASH PRICES F.O.B. FOLLOWING POINTS	TITAN 10-20	INTERNATIONAL 15-30
Winnipeg, Man.	$1,250	$2,360
Brandon, Man.	1,250	2,360
Regina, Sask.	1,280	2,410
Estevan, Sask.	1,280	2,410
Yorkton, Sask.	1,280	2,410
North Battleford, Sask.	1,300	2,445
Saskatoon, Sask.	1,300	2,445
Calgary, Alta.	1,325	2,485
Edmonton, Alta.	1,325	2,485
Lethbridge, Alta.	1,325	2,485

Reasonable terms can be arranged for buyers who cannot pay cash in full.

Our advertising to the farmer is interesting him in power farming. You are the personal representative to turn this interest into sales. Let's work together.

See the Blockman for further information and sales helps

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON, CANADA

BRANCH HOUSES: BRANDON, WINNIPEG, MAN.; CALGARY, EDMONTON, LETHBRIDGE, ALTA.; ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.

Bell Leaves Cleveland Organization

W. G. Bell has resigned as president of the Cleveland Tractor Co. of Canada to become director of sales of Gray-Dort Motors, Limited, of Chatham. Mr. Bell brings to his new duties a particularly extensive automotive experience.

Born at London, Ont., Mr. Bell entered the auto business in Chicago some eighteen years ago. In 1906 he formed the Reo Motor Car Co., and five years later was made Canadian sales manager. In 1913 he joined the Studebaker Corporation, Walkerville, being appointed sales manager of that company in 1918. In that year he became president and managing director of the Cleveland Tractor Co. of Canada, Windsor, Ont.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. *Ltd.*
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

A New Stooker Company

We note that R. J. McGivern & Co., Edmonton are now offering stock in the Heart Stooker Company of that city. Forty thousand shares are being placed. It is stated by the stooker concern that this machine is attached to the binder, receiving the grain direct. It is claimed to eliminate all hand stooking and to equalize side draft in the binder. This machine has been tested out and is said to have done very satisfactory work.

Canada's Agricultural Wealth

If to the estimated value of agricultural production in 1920, viz., $1,946,648,000, be added $4,232,588,000 for land and buildings, $391,669,000 for implements, and $1,041,246,000 for farm live stock, the total estimated agricultural wealth of the Dominion of Canada for 1920 amounts to $7,612,151,000. Miscellaneous products not included, viz., tobacco, flax, fibre and maple products, are estimated for 1920 at $23,000,000. The values for land and buildings and implements are conservative estimates based upon the census returns of 1911 and 1916. Fresh data will be available after the taking of the census.

Truck Company Expands

The National Steel Car Corporation, Limited, of Hamilton, Ont., took over the plants and effects of the National Steel Car Corporation, Limited, as a going concern, and is now operating the business under the title of the National Steel Car Corporation, Limited, The National Steel Car Company, Limited, has changed its corporate name to that of the Hamilton Car Company, Limited.

A Poison Bait Distributor

A. Cameron, of the Canada Sheet Metal Co., Winnipeg, has invented a machine to distribute poison bait for grasshoppers, etc. It comprises a small galvanized tank on a light stand. At its side is a crank and rotary fan. The poison mixture drops through a hole on the rotating fan and can be thrown 15 or 16 feet, according to the heaviness of the liquid. The entire output can be placed on a democrat or at the back of a car.

Business is Still There

The dealer who lies down to conditions cannot but expect that he will find things slow. On the contrary, the men who get out and dig for every possible order find business quite satisfactory. Speaking of a man of this type, the International Harvester Co. says:

"One of our dealers who did $242,000 worth of business last year writes that last month was the banner month in their history, their machine business at three stores amounting to $24,000, $18,000 of it at their main store. He says they expect 1921 to be 100 per cent or better and that they are spending $500 more for advertising than usual."

Base Ingratitude

Fred Lee, an employee of the Brantford Cordage Co., Brantford, Ont., manufacturers of binder twine, one day recently noticed that a fellow worker, Kaloosoo Bayajam, was asleep and would be drawn into a machine and crushed to death. Fred heaved a ball of 600-foot twine to waken up the weary Kaloosoo. This individual, as a result, hailed his rescuer to police court on a charge of assault. The charge failed.

MOWER AND BINDER REPAIRS

Knives — Sections — Guards — Rivets
Knife Heads — Guard Plates — Pitmans
— Pitman Woods — Binder Sickles —
Binder Canvases — Guard Bolts — Link
Chain Belting

FOR ALL LEADING MOWERS AND BINDERS

Get Our Catalogue No. 5. Order Now

FROM

D. Ackland & Son Limited
WINNIPEG CALGARY

Acquire U.S. Patents

United States patents have been granted to the following Canadian inventors: Charles A. Torrence, Winnipeg, for grain cleaner; Philip Barney, Dollard, Sask., animal poke; Frederick W. Barron, Winnipeg, combination holder and lifter; Fred P. Belcher, Winnipeg, has received the patent in Canada for an automatic spring hitch for attaching implements to tractors.

Maintaining Volume

No man can make the statement that all dealers who are now suffering from a serious shrinkage in the volume of their business have not been honestly trying to serve their trade. At the same time many dealers may not have realized the full possibilities in the field of service. Business is getting back to the condition when those who sell must hunt for buyers, must build new business structures. If they would build for the future, why not on a foundation that will stand through the storms of business depression? Honest service is such a foundation.

The most important part of manager is "man".

Standardization Decreases Cost

At a recent meeting of the plow and tillage implement department of the U. S. National Implement and Vehicle Association, considerable discussion took place on the subject of Standardization. In an address F. R. Todd asserted that through elimination of unnecessary styles, varieties, and sizes of farm implements and vehicles, there has been an annual saving of $10,000,000 to the farmers of the United States.

He took occasion, also, to state that the standardization of equipment during the war period was influential to a large extent in keeping down the increase in the price level of implements to 78 per cent at a time when all other lines were advancing by leaps and bounds.

The Future of the Tractor Business

By Alex. Legge, Vice-President International Harvester Co.

In manufacturing operations the mere fact that business is dull and that we are selling goods in many cases for less than it actually costs to produce them is an added incentive to the successful manufacturer to install better machinery and work out better methods of production in order to bring down the costs to a figure that will wipe out the loss and leave a margin of profit. The same is true of the farmer, and the tractor of the future will occupy much the same place in farm production that automatic machines do in the factory, representing a larger initial investment but paying returns in the extra output produced.

Most Canadian farmers are firmly convinced that to get the best results the soil should be plowed in the summer and fall, as soon as possible after the season's crop has been removed, and ninety-nine out of every hundred of them you meet will express the determination to do their plowing a little deeper than they have been doing it in the past. However, to do this when the ground is dry and the weather hot usually proves too severe a task for the horses. If the team becomes over-heated the plow is let out of the ground a notch and perhaps later on another notch, until the good resolution to do the job better than in the past gives way to the practical difficulty which the average Canadian farmer faces who operates with horse power. There the tractor demonstrates its efficiency. It adds to the yield per acre because of better and more timely preparation of the soil.

Again, the farm tractor in the future will be used more and more for belt work during the fall and winter months and threshing, feed grinding, sawing wood and many jobs that are now done by stationary engines will be handled by the general purpose tractor.

The tractor question will be settled by the successful farmer on the basis of the results secured and he will soon learn to figure it not on what it costs him to cultivate an acre of land, but on what the results are from such cultivation. With the added facilities of doing the work better at the right time afforded by the use of the tractor this machine will soon be regarded as one of the essential elements of the successful farm.

Developing a New Engine

The Turner Brass Works, Sycamore, Ill., who manufacture a line of carburetors and air washers, for tractors, trucks and cars, have recently completed the development of a new two cycle engine, built on an entirely new principle, the "Uniflow," without cam-actuated valves, the valve action being automatic. It is stated to be about half the weight of the ordinary gasoline engine of equal power. The patent claims which have been allowed on this engine are broad and comprehensive and much may be expected of it when it is put into production.

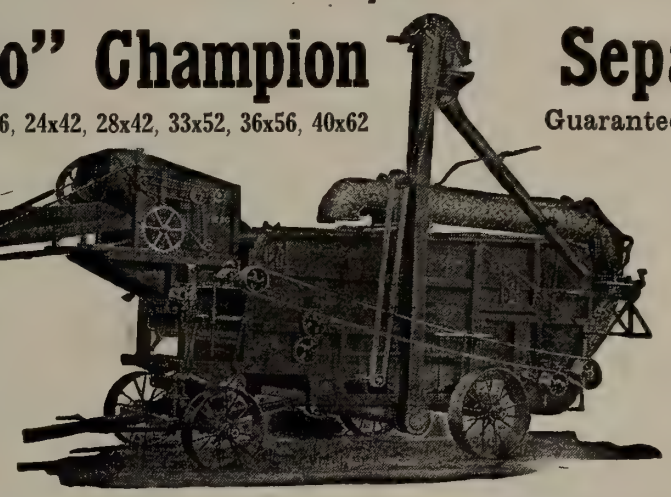
Improvement begins with "I."

The Best of 60 Years Experience is Built Into--

"Waterloo" Champion Separators

Seven Sizes: 20x36, 24x36, 24x42, 28x42, 33x52, 36x56, 40x62

Guaranteed Grain Savers



Line up Your Local Demand

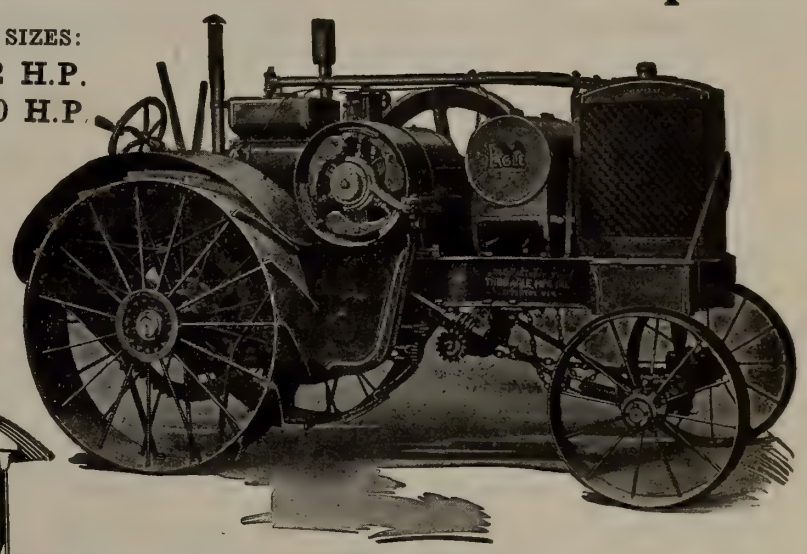
Farmers everywhere know the record and reputation of "Waterloo" Champion Separators. In every community you will find "Waterloo" outfits with satisfied owners. Sell them this season.

There's a size for every farmer. Equipped complete with Wind Stacker, Feeder, Wagon Loader and Register. With "Waterloo" Champion Separators you have a size to suit any amount of threshing. Note the smaller sizes for owners of light and medium weight tractors. They have great capacity, run steadily, do good work, last a lifetime and are easily driven.

EAGLE

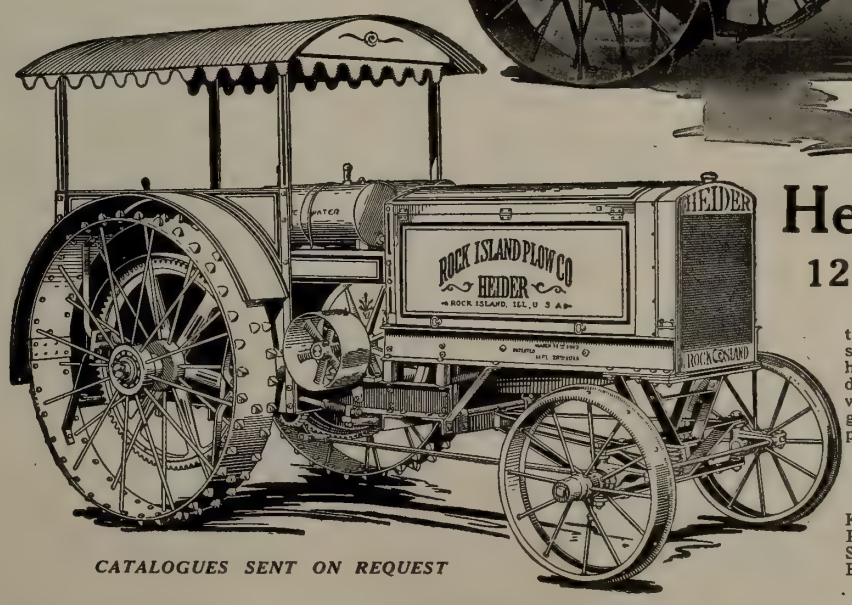
Tractors Have Power to Spare

TWO SIZES:
12-22 H.P.
16-30 H.P.



THE SIMPLEST TRACTORS BUILT

You can sell no better tractor for field work or threshing. Note the large, wide-faced belt pulley—right where it belongs. The heaviest crop is threshed perfectly with the smooth-powered, steady-running Eagle. Horizontal, twin-cylinder, valve-in-head, slow-speed heavy duty motors: 12-22 is 7x8 ins.; 16-30 is 8x8 ins. Hyatt-equipped throughout. Dixie ignition.



Heider Tractors

12-20 and 9-16 H.P.

Economical performance determines tractor value. The Heider has over 13 years' successful field work behind it. Has heavy 4-cylinder motor. Patented friction drive—seven speeds, forward or reverse, with one lever, all on one motor speed. No gears to strip; 15 to 20 per cent fewer parts.

Our Line Includes:

Kerosene or Gasoline Tractors, Tractor Plows and Discs, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers' Supplies, etc.

CATALOGUES SENT ON REQUEST

The Waterloo Manufacturing Co. Limited

REGINA PORTAGE LA PRAIRIE SASKATOON

Alberta Distributors: United Engines and Threshers Ltd., Calgary and Edmonton

You Can Sell Every Farmer E-Z-Way Gate Fasteners

Great Demand—Low Price—Good Profits

Old Way

In five minutes it turns any old, woven-wire gate into a strong, rigid gate that holds out anything—Yet a CHILD CAN OPEN IT INSTANTLY

E-Z-Way

Get the Agency. It's a Money-Maker

Every implement dealer handling E-Z-Way Gate Fasteners is assured big, profitable sales. There are over **300,000** farms in Western Canada. Estimate an average of three old-fashioned wire gates to each farm and you have possible sales for **900,000** of these attachments.

The old, heavy wire loop over fence post is useless. It needs a strong man to open it (see above), yet the wires sag and let small stock through. Children can't open it—torn clothes and scratched hands result.

The E-Z-Way Fastener can be attached in five minutes, giving a gate equal to the best steel gate, at a cost of **$2.50**. The farmer has a taut, rigid gate that can be locked, if necessary. With simple lever action, a child opens and closes it in an instant.

F. N. McDonald & Co. carry a full stock in Winnipeg. Order a dozen NOW. Demonstrate one in your store. Take them through the territory. They will sell on sight.

For Full Details, Prices and Agency, write Western Canadian Distributors

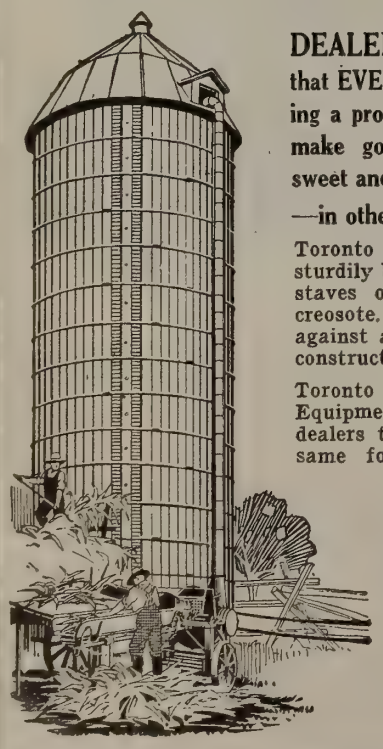
F. N. McDONALD & CO.

156 Princess Street WINNIPEG, MAN.

SOLD IN U. S. BY THE

E-Z-Way Sales Company, Moorhead, Minn

Every Farmer a Prospect



DEALERS! Are you awake to the fact that EVERY farmer in the West is fast becoming a prospective customer for a silo that will make good sunflower ensilage, and keep it sweet and fresh?

—in other words, a Toronto Silo.

Toronto Silos are made of wood. They're sturdily built from double-tongued and grooved staves of selected spruce impregnated with creosote. They give adequate protection against air and frost. Their special Hip Roof construction provides MORE space for filling.

Toronto Silos—and Toronto Labor-Saving Equipment—are proving money-makers to dealers throughout Canada. Let them do the same for you. Get our attractive dealer proposition at once.

The "Toronto" line includes engines, saws, grinders, fanning mills, wood and iron pumps, well-drilling machinery, tanks, silos, ensilage cutters, grain picklers.

Ontario Wind Engine & Pump Co. (Western Branch), Ltd.

Winnipeg Regina Calgary

Eastern Offices: Toronto and Montreal

ONTARIO WIND ENGINE & PUMP CO. LIMITED

TORONTO

Where There's a Will, There's a Way

The illustration tells the story of one way of transporting a tractor without removing the grouters. This outfit is owned by Dr. Singleton, who lives at San Jose, Cal. He uses the same tractor on two farms and the problem of transportation became quite a severe one, for there is a state law in California which prohibits grouters to be used on the improved roads. The Doctor accordingly devised and had built, this unique "chariot" trailer. The "chariot" is a comparatively simple arrangement, being merely a heavy platform, mounted on a strong axle. The wheels are a heavy truck type wheel, the same being rubber-tired to comply with the state highway requirement. Both tractor and car shown are manufactured by the J. I. Case Threshing Machine Co., Racine, Wis.

A Heavy "Chariot" Trailer Takes the Tractor to the Job.

By the use of this trailer arrangement, the tractor can be used on one farm until the job is completed, run onto its private car and moved quickly over to the other farm without loss of time or labor, for by this method it is not necessary to remove grouters or front wheel flanges. The plow or other tillage tool is carried easily in the box on the truck.

During the past few years, when the railroads were not running as smoothly as possible, hundreds of tractors were delivered to customers via motor—but we believe that Dr. Singleton is the first farmer to solve his own transportation problem in this manner.

Binder Twine Business

In order to stimulate orders for binder twine, the dealer may be able to improve conditions by making local announcements. Firstly, he should put his twine business on a cash basis, quoting the best possible price. Next, he should announce that he will supply only those farmers who place orders with him in advance of the season, so that he can place his own specifications. In the latter case it might be well to protect customers against a too-close estimate on their requirements.

Finally, why not announce to the local farmers' organization that you can figure on twine with them to their advantage, considering quality. By buying in wholesale lots through the dealer the farmers can protect themselves against last minute shortage.

A Novel Hose Device

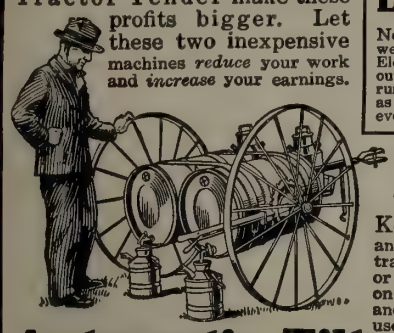
The Twin City Separator Co. Ltd., Winnipeg, have bought out the patents for an automatic hose retriever, and will shortly be in production on this line. This device consists of a box about two feet square and about five feet high, which can be set up on the kerb outside the garage, automobile premises or oil dealers, or any place of business where free air is supplied.

In the past when the autoist had used the air hose it was too often left lying on the sidewalk. The automatic hose retriever eliminates this possibility. The hose passes over a wheel inside the casing and out through an aperture in the side. The nozzle always protrudes. When the tires have been inflated the autoist merely lets go of the hose when a novel system of counterweights coils the hose automatically inside the stand. The stand or casing can be used for advertising signs so that the garage man or auto dealer can very rapidly pay for his investment in this efficient equipment for handling air hose.

The Sask. Association of dealers is growing so husky that it bids fair soon to become a battering ram.

Bigger Farm Profits

Here are two labor savers every farmer needs, not only because of their convenience but because they *save* money and *make* money. Power farming pays the big profits. The Liberty Grain Blower and the Link Tractor Tender make these profits bigger. Let these two inexpensive machines *reduce* your work and *increase* your earnings.



Move, clean and grade your grain *in one operation*—fill largest bins and cars without inside scooping — save time, labor, sacks and money and get TOP PRICES for your crop by handling it with the

Liberty Grain Blower

No buckets, chains or gears—nothing to break or wear out. Only ONE moving part—a small steel fan. Elevates 30 feet or more—300 to 800 bu. an hour—blows out filth, grades grain and saves screenings. 6 H. P. runs it. ONE MAN can move it. Costs only HALF as much as old-style elevators. Thousands in use—every one a success. Get yours NOW.

Link Tractor Tender

Keeps fuel, oil and water in the field and the tractor on the job. Hitch it behind tractor and take it anywhere. Carries 2 drums or barrels on main axis and 2 smaller containers on tongue rack. Does away with waiting, worry and waste. Sold completely equipped or you can use your own barrels.

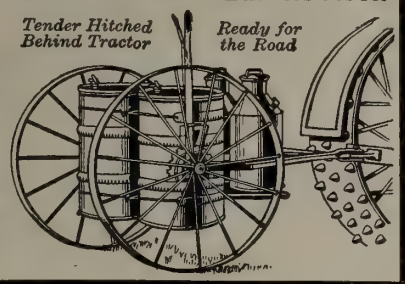
Automatic Tilt

All Makes of Steel Barrels Fit It.

NOT A DROP WASTED.

Tilting lever, with ratchet, enables you to bring drums to any angle **with one hand** and lock them there. No struggling, lifting, splashing or spilling. You get ALL the oil or fuel. A great money saver. Makes tractor work easy and rapid.

Tender Hitched Behind Tractor *Ready for the Road*



FREE Books and circulars describing these two profit makers. Just send your name—a post card will do. Write **Today.**

LINK MANUFACTURING CO.,

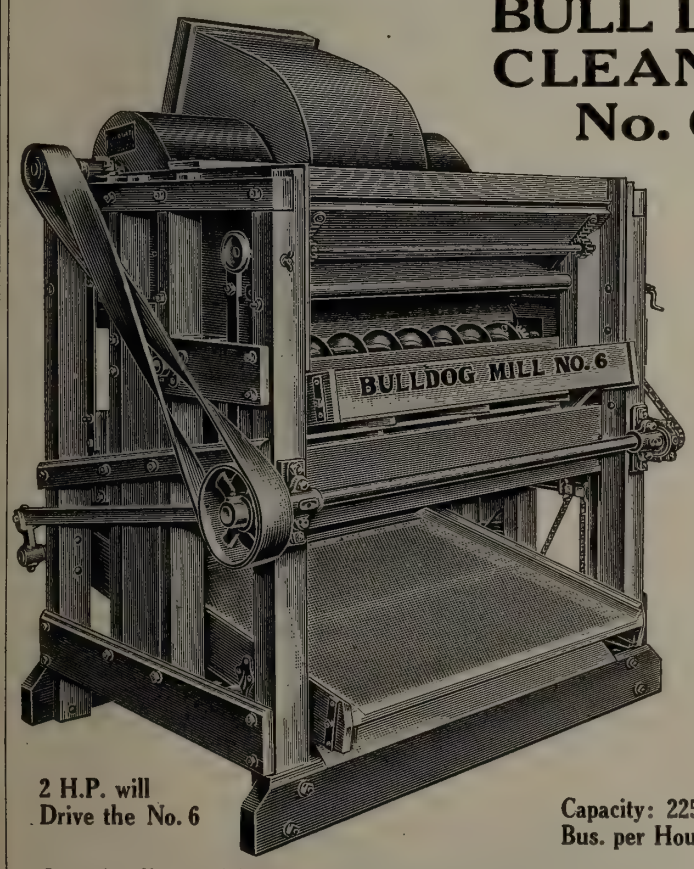
Dept. 708 PORTAGE LA PRAIRIE, MANITOBA.

DEALERS: Your customers want these two machines. Write us NOW.

When writing advertisers mention "Canadian Farm Implements"

A Perfect Small Power Mill

BULL DOG CLEANER No. 6



You Can't Equal It!

Just Look at the Design!

2 H.P. will Drive the No. 6

Capacity: 225 to 250 Bus. per Hour.

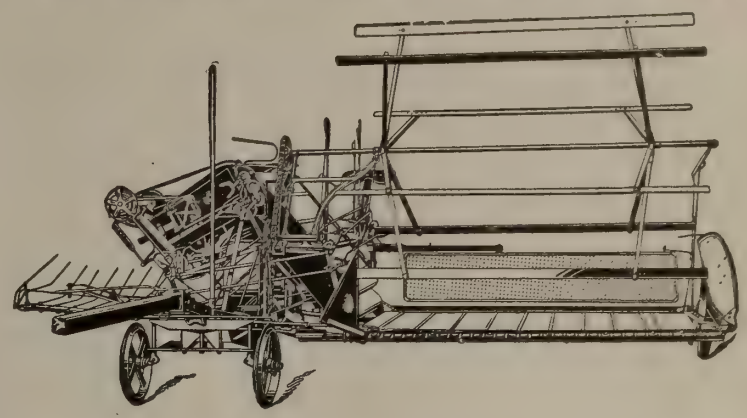
Just what is wanted by the large farmer, miller or small elevator. It cleans grain as fast as it can be threshed. Strongly built. Heavy hardwood frame. Upper shoe has side shake—lower shoe end shake. Suction fan takes off all chaff and dust as grain leaves hopper. Overshot feed; force feed roller; re-cleaning system. We can ship at once. Ask for particulars.

THE TWIN CITY SEPARATOR CO. Ltd.

QUELCH STREET WINNIPEG, MAN.

Address all correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

McCormick and Deering



Binders That You Know Are Right

FOR nearly a century McCormick harvesting machines have held the lead in the grain producing countries of the world. From a small beginning in 1831, the McCormick harvesting machine industry has grown, and now the sun never sets on McCormick machines. The outstanding reason for this world-wide publicity is satisfactory service.

In 1880 William Deering marketed the first twine binder. Up to that time wire had been used. Deering's twine binder revolutionized the industry. The knowledge and experience which he gained are built in the efficient Deering binders of to-day. You cannot afford to handle any but these time-tried binders that you know are right.

The New Big Twine Ball

The high quality McCormick, Deering and International brands of binder twine are being turned out in a new and heavier ball. Six balls to the bale instead of ten; the same amount of twine in a bale occupying a third less space. This saves you storage room and is a big, time-saving convenience to the farmer. Two of the big balls fit any standard twine can and tie almost twice as many bundles. Get your stock now.

Write us or see the Blockman.

INTERNATIONAL HARVESTER COMPANY OF CANADA LTD.

HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK

EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST JOHN N B.

Cutting Greater Acreage With Binder

By E. P. Stahl, Hyatt Roller Bearing Co.

By the aid of the grain binder one farmer can do as much work in a day as could formerly be done by twenty-five or thirty men cutting grain with a sickle and binding by hand.

Grain binders drawn by three horses are able to cut 1.85 foot acres per day; a machine drawn by four horses, 2.15 foot acres per day, and when drawn with five horses, 2.25 foot acres per day. From this it is easy to determine the number of acres that machines of various sizes will cut in a day. It is merely a question of multiplying the length of the sickle bar by these figures. For example, the eight-foot machine, drawn by four horses, would cut 2.15x8, which is 17.2 acres.

Theoretically, however, an 8-foot binder, drawn by horses walking 2¼ miles an hour, would cut 21.8 acres in a 10-hour day. The difference of 4.6 acres per day between the practical and the theoretical represents the loss that occurs each day due to time required to oil the binder and rest the horses.

It is common practice to oil the entire binder before starting out in the morning, and also every three or four hours during the day. This takes up valuable time that might otherwise be devoted to the work of cutting.

Large binders have been improved so far as construction is concerned and are slightly heavier and considerably more reliable. They are equipped with non-adjustable, anti-friction bearings throughout, which means that such vital parts as the shafts, gears and sprockets are kept in proper relation to each other and are able to perform with utmost reliability. The result is that these machines can be run throughout an entire season with but the greasing or oiling that they would get at the beginning of the season. It also means that the draft per foot cut is decidedly less than with the other machine even in the very best of condition.

Let us consider the foot acres cut by a 5-horse drawn 10-foot machine. It would cut 22½ acres per day against 18 acres per day with an eight-foot machine which is the largest that has been used for horse work. This is when used with horses at a speed of about 2¼ miles per hour, but a tractor can easily travel 50 per cent faster, or 3⅜ miles per hour, which means that 33¾ acres per day can be cut with a 10-foot machine.

Investigations carried on in New York state, cutting wheat, show that the average six-foot machine, drawn by three horses, cut 10.4 acres per day. Later investigations, cutting oats, show that an eight-foot binder, drawn by four horses, cut 17.9 acres per day. Cutting oats with a seven-foot machine, drawn by four horses, the average was 15.2 acres per day.

Tractor-Drawn Binders

Binders used in combination with the tractor are frequently run at longer intervals of time without oiling, owing to the fact that the tractor, unlike the horse, does not need to be rested. This means that the binder is worked very hard, and that it wears out proportionately faster. A binder designed and built for horse work may be completely worn out in one-half season's run when used behind a tractor. This is due to two reasons: First, that it is not oiled so often; second, because it travels at a considerably higher speed.

The advent of the tractor brought about a demand for a machine that would perform at a higher rate of speed and without the necessity of frequent attention. The greater amount of power available with the farm tractor as compared with the horse makes it logical to use larger units in a binder.

Farmers who use these special binders in combination with the tractor report that they can easily cut between 40 and 50 acres per day. This is all the way from two to three times as much as the present binders do per day. The farmer can readily see what it means to increase the work in this proportion. To do twice as much work on one day with a machine built for tractor work means that even though its selling price might be twice as high as a single binder, it would still be an economic investment.

The advantage of doing this quantity of work with one man instead of two will more than prove its economic advantage.

Draft is Reduced

Another decided advantage of the anti-friction bearing equipment is that the draft of a plain bearing machine is a little more than 16 per cent greater. Figured out in percentage of draft per bundle cut and tied, it has been

They sell best because they save most

For Cars Trucks Tractors and Farm Engines

Wilkie Piston Rings

Get an Assorted Stock. Let us quote you Prices

Don't Lose this Profitable Business

Every Ring is Unconditionally Guaranteed

Increase Power—Decrease Carbon—Save Gas

DEALERS: Consider the number of internal combustion engines in your district with imperfect or worn-out piston rings. Such rings steal power at every stroke of the piston. This loss is constant, unnecessary and expensive for your customers. Stock Wilkie Piston Rings, explain their money-saving advantages to your customers, for it is real economy for the engine owner to install a full set of power-producing Wilkie Piston Rings.

Wilkie Piston Rings are made in Canada, and the remarkable demand is convincing proof that this is a line that tractor, automobile and engine dealers should handle. Made in all sizes, up to 6 x ½. Other sizes quoted on request. These rings are made from single-cast, close-grained, properly-proportioned materials, of the lap-joint design, which after going through our process of manufacture decreases distortion to a minimum. We ship in cartons when requested. Otherwise, wrapped in strong paper, and in either case packages are plainly labelled with sizes.

Universal Cylinder Re-boring Tools

The handiest tool the dealer or repair man can have. Can be used by hand or drill press. Simple in design. Comprises a cutter head with six cutters, adjustable in unison. Rebores all makes of auto, tractor and stationary engines, either open or closed-end cylinders. Get our catalog.

Big Sales Good Profits

Quick Turn-over

WINDSOR MACHINE AND TOOL WORKS

312-316 Pitt Street West Windsor, Ont.

found that the plain bearing machine requires nearly 25 per cent more draft.

It was discovered by tests in the field that the tractor binder can be used successfully at speeds up to 3½ miles per hour, It was also found that the draft decreased about 10 per cent with increased speed,

If draft were figured on a basis of bundles, it would mean that a plain bearing machine would require about 50 per cent more power per bundle than one equipped with anti-friction bearings. In a test of a Moline 10-foot binder, at 1.51 miles per hour, 15 bundles per minute were cut and bound. At 2.71 m. p. h. 35 bundles were cut and bound per minute.

Line Drive Announced for Cletrac

The Cleveland Tractor Co., manufacturers of the Cletrac tractor announces the perfection of a line drive attachment for use on either the Model H or Model W Cletrac. While the greatest use to which the line drive will be put is in connection with the grain binder, it is also used in seeding, manure spreading, mowing and many other jobs to advantage.

In operating with the line drive the tractor is handled exactly like a team of horses. The tractor is guided by a pair of lines, and stopped by pulling on both lines at the same time. An extra pull on one line throws the gears into neutral and the lines may then be released while the outfit is standing idle.

Reducing Production Costs

Of course, we will all admit, the drop in farm prices has hurt the sale of tractors because it has interfered with the financial ability of the purchasers to equip properly their farms, but if a tractor means lower production costs, then the unanswerable logic of the situation is, the lower the price of farm products, the greater the necessity for the use of farm tractors.

We know that power farming is the surest method of reducing production costs. If the farmer and the public as a whole do not know this fact, it is our own fault. We have all suffered from lack of buying by the farmer, but I dare say our industry has suffered no more on this account than any other industry dealing with the farmer, and now that basic materials on which we rely have been readjusted, and most, if not all of us, have readjusted our prices accordingly.—Finley P. Mount, president Advance-Rumely Thresher Co.

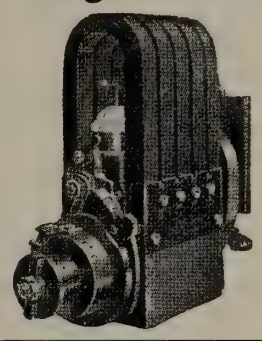
Harmer Heads Truck Company

Robert Harmer, president of the Sawyer-Massey Company, is at the head of a new motor truck enterprise. Associated with him in the venture is Mr. Knowles, a leading automobile engineer, who has designed several of the leading makes of trucks now on the market. It is probable that a limited liability company will be organized to enter upon the manufacture and marketing of the Harmer-Knowles truck on quite an extensive scale. Three sizes will be manufactured, viz: 1½-ton, 2½-ton, and 3½-ton.

Seeder Concern Will Build

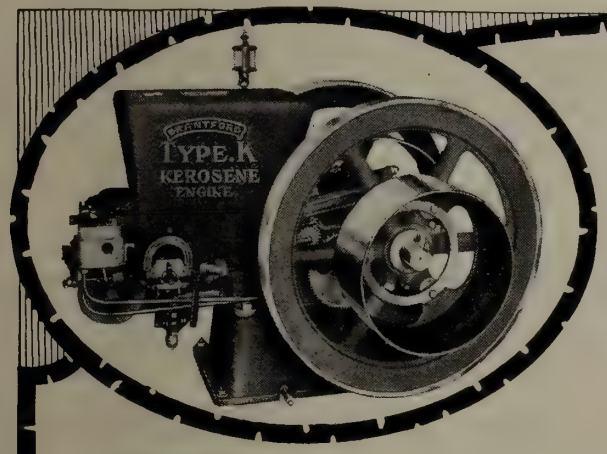
Plans have been definitely decided upon by the New Owatonna Mfg. Co., Owatonna, Minn, to build a new factory at Winona this summer, costing $250,000. It will be used for the manufacture of Owatonna grain drills, seeders and ensilage cutters. The Owatonna organization is one of the real pioneers in this line.

Magneto Repairs and Replacements



We carry in stock at all times BOSCH, BERLING, DIXIE and K-W Magnetos.
Over 500,000 repair parts for all systems, and $20,000 worth of special equipment enable us to give a 24-hour repair service on all makes and a real guarantee with each repair.
Send for catalog to-day.
Special terms to dealers.

Acme Magneto & Electrical Co. Ltd.
148 PRINCESS ST. : WINNIPEG, MAN.
The Foremost Electrical Repair Shop in Canada



THEY SPEED UP FARM WORK AND LOWER LABOR COST

The Goold Shapley & Muir line attracts all-year sales and assures gratifying profits. Machines in popular favor—pioneers in the Canadian field. The machines shown are business-getters and business-builders. They do their job thoroughly, steadily and economically.

Our Made-in-Canada line includes: "Beaver" Tractors, "Ideal" Windmills, "Maple Leaf" Grinders, Type "K" Kerosene Engines, Concrete Mixers, Steel Saw Frames, Power and Hand Pumps, Pumping Equipment, Steel Tanks. Also Plows, Threshers, etc.

You Can't Beat the Brantford Type "K"

A Reliable and Economical Engine for Farm Use

This engine is built in three sizes, 2, 4 and 7 H.P., giving excess power over rating without overheating. Is a perfect kerosene burner and will last a life-time. Some of the strong selling points are: Few working parts, speed change device, perfect governor, magneto ignition and built-in fuel tank. You can double your engine business with a Type "K" on the floor.

Brantford "Ideal" Junior Batch Concrete Mixers

An ideal machine for the farmer or small contractor. Drum has 15 mixing blades, giving a capacity of 4 to 6 yards per hour. This mixer is supplied with either a 2½ or 4 H.P. engine which is completely encased in steel to protect from dust and dirt. A friction clutch controls chain and sprocket drive. The "Ideal" Junior is built on a heavy steel truck which eliminates vibration. Outfit weighs 2,200 or 2,500 pounds, depending on the engine used. You can create a demand for this machine in your district.

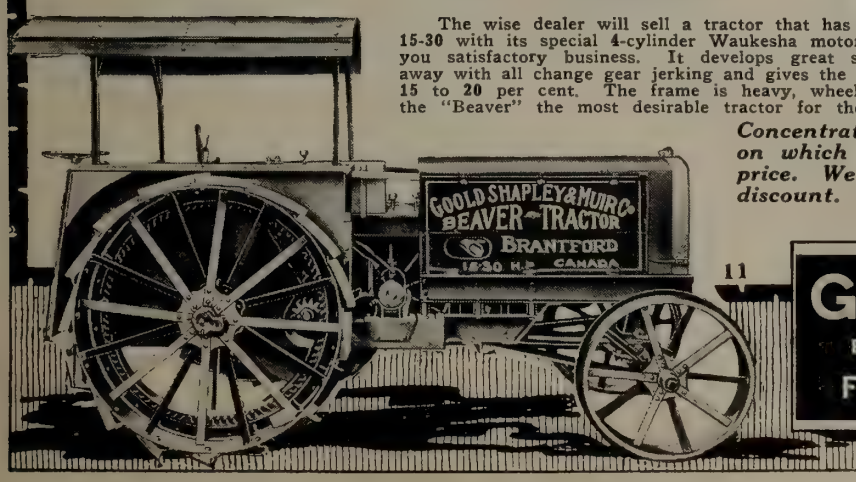
Why "Ideal" Pumping Windmills Lead in Sales

They have heavy double gearing and few working parts. A perfect lubricating system, coupled with roller and ball bearings, assures steady operation in even the lightest breeze. Automatic adjustment to wind by the famous "Pull-in" design, giving absolute safety from wrecking by braking automatically. The "Ideal" is exceptionally well built, the tower being girted every five feet.

The "Beaver" 15-30 Has No Competition

The wise dealer will sell a tractor that has ample, dependable power for all field and belt work. The "Beaver" 15-30 with its special 4-cylinder Waukesha motor, 5x6¼ bore and stroke, as a perfect kerosene burner will assure you satisfactory business. It develops great surplus power and with its 7-speed friction transmission does away with all change gear jerking and gives the operator perfect control. By this design working parts are reduced 15 to 20 per cent. The frame is heavy, wheels very strong and a light but rigid canopy for the driver makes the "Beaver" the most desirable tractor for the dealer who wants to sell real value.

Concentrate sales effort on the "Beaver" 15-30. A tractor on which there is no duty—no exchange and a reasonable price. We quote you a special sales offer and liberal quantity discount. Now is the time to get the agency.



11

Goold Shapley & Muir Co. Limited
Distributing Warehouses: Portage la Prairie, Calgary, Edmonton, Saskatoon
Factory—Brantford Western Head Office—Regina

Business Conditions and Prospects for the Future

In order to ascertain from the men on the field the actual business conditions prevailing and also in order to discuss ways and means of combating those conditions, the directorate of the Ontario Wind Engine & Pump Co. called a convention of their travellers from all over Canada, which was held at the head office of the company at Toronto, May 26-27.

The findings were: That business was there; that the necessity for their labor-saving goods was just as prevalent as at other times, but that the buying public was reticent to purchase because of the general opinion that prices would inevitably drop. In other words—that the business was there but that it was harder to get. That their salesmen who had in past years been getting business easily, were now faced with conditions that called for real salesmanship. Both Mr. Thom, the managing director of the company, and Mr. Van Someren, its president, emphasized the fact that the restoration of confidence was necessary not only among the members of the organization, but to imbue their prospective customers with this spirit.

A unanimous decision was arrived at: That the business was there and that there was no cause for any pessimism. It was decided to increase the advertising appropriation of the company materially and to prosecute sales efforts more intensely and with increased vigor.

G-O Tractors Being Distributed in Western Canada

The General Ordnance Co., New York City and Cedar Rapids, Iowa, have completed distributing arrangements for the selling of G-O tractors in Western Canada. The Tractor Co., Saskatoon, will sell the line in North Saskatchewan; the Ontario Wind Engine and Pump Co., Regina, in South Saskatchewan and Tractioneers, Winnipeg, are distributors for Manitoba. Territory is now being allotted to dealers.

G-O tractors are stated to have a very wide range of uses, and are built to the highest engineering requirements. The manufacturers state that their machines are in use all over the United States and give excellent service in all classes of haulage and belt work. This tractor is rated at 14-28 h.p. and will plow 10 to 12 acres daily, operating three 14-inch bottoms. It has capacity to drive 26 or 28-inch separators and 18-inch ensilage cutters.

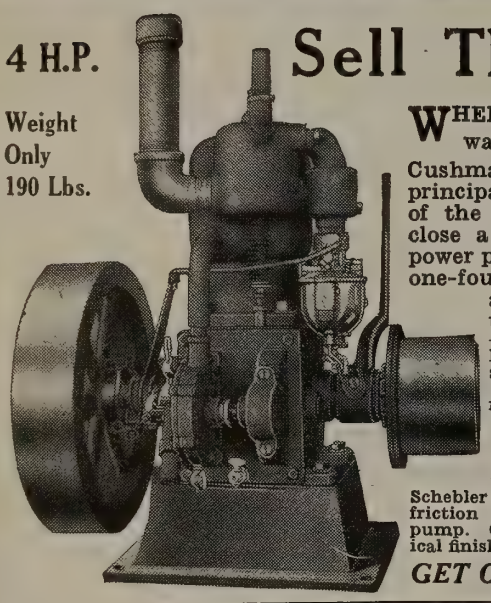
Some of the constructional details of the G-O tractor are: Motor—Waukesha, special kerosene type, 4 cylinder, 4½x5¾, running at 1,000 r.p.m. Waukesha governor ignition is provided and either Eisemann or Kingston high-tension magneto. Kingston carburetors are used and Bennett air cleaners. The transmission is Rockwood friction type, mounted on SKF ball-bearings. Six speeds forward and reverse are given, 2 to 3½ m.p.h. The belt pulley, with a speed of 600-1,500 r.p.m. is 10-inch by 6-inch face. Two enclosed independent single acting brakes facilitate short turning. A drawbar pull of 2,650 pounds is given, the weight of the tractor being 4,200 pounds.

All business in Eastern Canada is handled from the New York office, also all export business. F. B. Clark is president of the company; D. F. Chappell, advertising manager, and R. Janney, chief auditor. The factory at Derby, Conn., is in charge of A. J. McCullough. The factory, sales and service at Cedar Rapids is in charge of Langton J. Williams, and from this point the whole of the Western States and Western Canadian territory is controlled. The factory at Cedar

Cushman Binder Engines For All Farm Work

4 H.P.

Weight Only 190 Lbs.



Sell Them Now!

WHEREVER a Farm Engine is wanted, you can sell him a Cushman. Show the farmer the principal sales and service points of the Cushman and you easily close a sale. They deliver more power per pound, and weigh only one-fourth to one-third as much as the ordinary farm engine.

Unequalled for general farm use—and operate the binder during harvest. Economical. Uniform speed and maximum power.

Let's show you how you can put new life in your engine business.

IT'S THE ORIGINAL BINDER ENGINE

Schebler carburetor, throttling governor, friction clutch pulley, water circulating pump. Cushmans have the best mechanical finish of any engine sold.

GET ONE ON YOUR FLOOR

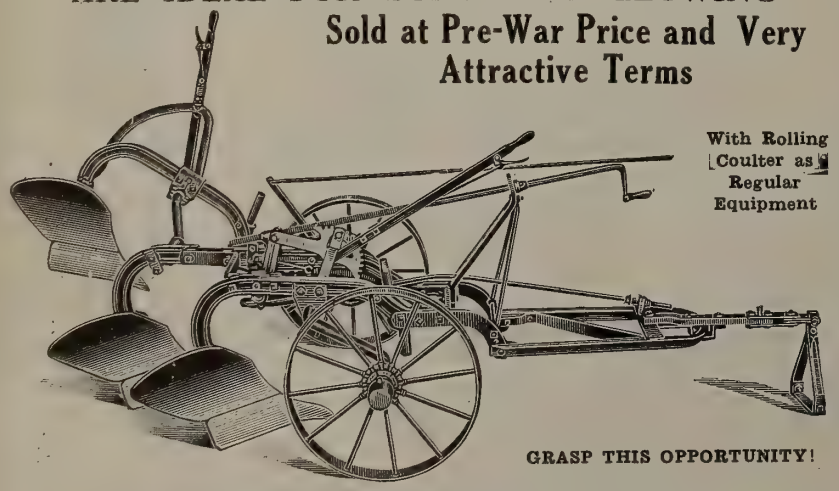
SNAP PRICES ON AUTO ACCESSORIES!

A line for which every car owner is a prospect. Special prices offered to clear stock on hand. Write for our quotations on Spark Plugs, for car or tractor; Sunderland Tire Pumps, Auto Jacks, etc. They'll sell on sight.

"Lincoln" Two-Three Bottom Tractor Plows

ARE IDEAL FOR SUMMER-FALLOWING

Sold at Pre-War Price and Very Attractive Terms



With Rolling Coulter as Regular Equipment

GRASP THIS OPPORTUNITY!

If price is the debatable point, farmers won't hesitate to buy "Lincoln" Tractor Plows. We are quoting 1914 prices and very liberal terms. Note how lever action raises third bottom instantly, making a two-bottom outfit. Stubble or breaker bottoms. Strongly built. Screw adjustment for depth.

Don't delay. Get in on this offer. They won't last long at the price we quote.

Our Price and Terms Will Sell Them for You.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

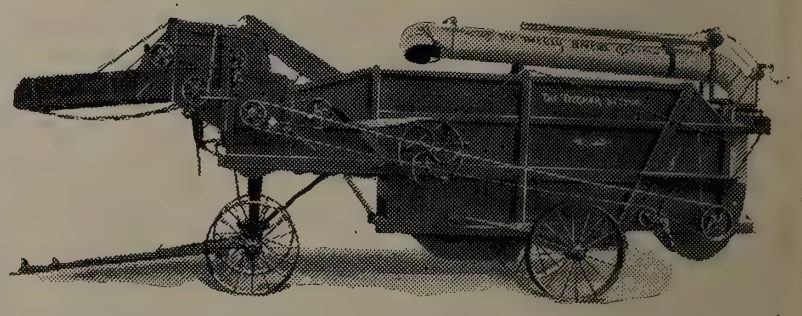
DEPT. C.F., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

PROFITABLE BUSINESS FOR DEALERS

Is Assured with the Agency for the

DECKER Line of THRESHERS

Sizes from 20x42 to 28x46



A very attractive proposition for the asking. Make sure of your supply before the grain is ready to thresh. Special prices on carload lots.

No other separator better adapted for gas power, and consequently well suited to the individual farmer. A size of separator for every size of gas tractor. Heavy stock of all sizes carried in Winnipeg.

Macdonald Thresher Co. Limited

Head Office and Factory STRATFORD, ONTARIO

P. O. BOX 862 WINNIPEG, MANITOBA

Rapids has a floor space of 52,000 square feet, and the Derby plant 200,000 square feet.

Mr. Williams hails from Western Canada, coming to Canada from England twelve years ago. He was with the Advance-Rumely Co. in Western Canada for four years and also with the Hart-Parr Co. for four years, being their branch manager at Saskatoon. He also homesteaded south of Alsask, and is therefore conversant with Western Canadian conditions and is well known to many Western Canadian dealers. J. H. White, for many years with the McCormick people, has charge of the sales force working west of Cedar Rapids and the force working east of Cedar Rapids is under A. F. Schlosser, who was for some time general sales manager for the Aultman-Taylor Co.

Lister Electric Lighting Plants

In their advertisement in our April number dealing with the value of lighting plant business to the dealer, the "Nor'-West Farmer" inadvertently omitted to illustrate the well-known "Lister" electric lighting plants.

The "Lister-Bruston" plants for lighting or power, combine the advantages of the large storage battery system with the advantages of a direct lighting installation. They are self-contained, compact and can be moved readily from place to place. The engine is the Lister vertical type, especially designed for running long periods without attention. The British made dynamo is patent shunt wound with automatic lubrication. Extreme simplicity is a special feature in Lister plants. The simple switching on and off of the lights by anyone in the house immediately starts or stops the engine.

The belt-driven types are made in six sizes with capacities for ½ KW. to nearly 2 KW. Especially noticeable are the Lister direct coupled plants which are made in four sizes with capacities from 3 KW. to 8 KW. Larger plants are also sold for town lighting—in fact there is a size of Lister plant for every use, from the individual farmer to the hall or school lighting plant and the large installation for small town lighting. The company also manufacture a line of plants which can be driven by any engine and which can be sold by the dealer to the farmer who already has power suitable for their operation. The R. A. Lister Co., of Canada, Winnipeg, can supply complete details to interested dealers.

A New Tread for the Cletrac

The increasing use of tractors for industrial haulage, particularly in warehouses and plants where grouters and lugs would injure the floor, has led to the design of a new track for the Cletrac, tank-type tractor, which embodies the best known principles of solid truck tire building.

Each shoe of the track assembly is made up of two units—first, a solid block of rubber, especially compounded for severe service, which is vulcanized to a section of standard truck tire channels, and second, a track shoe so designed that the rubber block and channel section is bolted to it securely.

The rubber block extends a full one and one-quarter inch above the tire channels, thus greatly increasing the life of the tread. Each block has a floor contact surface of 3x6 inches so that the actual pressure of the tractor is not more than fourteen pounds per square inch.

Winnipeg Day at the Provincial Exhibition

A big "Winnipeg Day" will be held at the Provincial Exhibition, at Brandon, which this year runs from July 25th to 30th.

Most of the important associations of Winnipeg will take an active part in the excursion, which is to be on a scale never before attempted on June 27. Special trains have been arranged for. These will run through from Winnipeg to Brandon on a quick schedule, enabling business men to follow in the second train after completing their business correspondence, the last train arriving at Brandon shortly after twelve o'clock.

The Next Bonspiel

It is announced that the 1922 Winnipeg bonspiel will start on Monday, February 6, and will continue for one week only. All competitions will be completed in that time by arrangements recently completed by the Manitoba Curling Association.

ATTENTION! Manufacturers and Distributors. Now is the Time to Reserve Your Space at the

PROVINCIAL EXHIBITION OF MANITOBA

BRANDON, MAN.

JULY 25 to 30, 1921

"It's Where the Manufacturer Meets the Buyer."

Build Sales by Showing Your Lines to the Thousands of Farmers who visit this Great Annual Event.

$65,000 IN PREMIUMS AND ATTRACTIONS **$65,000**

An Exhibition with a Record

Classes for all Breeds of Live Stock, Poultry, Agricultural Products, Ladies' Work and Fine Arts

Make Application for Space Early

For full particulars, address the Secretary.

WM. DOWLING, President

W. I. SMALE, Sec'y and Manager

Canada's Greatest Farm Machinery and Equipment Display

CANADIAN PACIFIC RAILWAY

A TIP TOP VACATION TRIP TO

VANCOUVER-VICTORIA-SEATTLE

AND OTHER PACIFIC COAST POINTS

SUMMER TOURIST FARES

On Sale Daily to September 30, 1921. — Final Return Limit, October 31, 1921
Optional Routes—Stop-Overs Allowed

ENJOY THE GRANDEUR OF THE

CANADIAN PACIFIC ROCKIES

Stop at BANFF, LAKE LOUISE, GLACIER, SICAMOUS

THREE TRANSCONTINENTAL TRAINS DAILY EACH WAY, INCLUDING THE

"TRANS-CANADA LIMITED"—A Time-Saver

EXCLUSIVE SLEEPING CAR TRAIN

For full information, call or write to-day any agent of the

CANADIAN PACIFIC RAILWAY

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

D. N., Man.—No repairs for "Iron Age" plows are carried in the Canadian West. For necessary parts, address the Bateman-Wilkinson Co. Toronto, Ont.

S. R., Sask.—The "Vermont" engine has never been sold in Western Canada. It is manufactured by the Vermont Farm Machine Co., at Bellows Falls, Vt.

J. P. R., Man.—Repairs for a "Kirstin" stump puller can be had from the manufacturers, the A. J. Kirstin Canadian Co., Soo Ste, Marie, Ont.

W. & M., Man.—Disc harrow with boxings NH5 and NH11 is one of the La Crosse line made by the La Crosse Plow Co., La Crosse, Wis. You may be able to get the parts from the United Grain Growers, but if not, write Lindsay Bros., 400 North First St., Minneapolis.

T. A., Sask.—Repairs for the "Superior" grinder can be had only from the manufacturers. Address the Duplex Manufacturing Co., Superior, Wis.

J. H. H., Sask.—Regret that we cannot trace the maker of a disc plow with disc spindle No. K69X. Can any reader identify this plow?

J. D., Man.—The Maw-Hancock plow is now obsolete. There is a possibility, however, that you may be able to get the necessary parts from the Stover Manfg. Co., Brandon, who had a limited repair stock for this plow.

C. E. C., Sask.—In order to secure a dolly post for a "One-Minute" washing machine, it will be advisable for you to write direct to the factory—the One Minute Manfg. Co., Newton, Iowa.

E. E. B., Sask.—We do not know of any mower called the "Johnson". What you probably want is parts for the Johnston mower, as made by the Massey-Harris Harvester Co., at Batavia, N.Y. Write the Massey-Harris Co., Toronto, and they can supply or get you the necessary parts.

R. & N., Sask.—The only place from which repairs for the Judson engine can be had is the G. F. McKenzie Co., Galt Bldg., Winnipeg. They have a stock of parts but have no catalog covering same. Specify your needs to them.

A. C. & Co., Sask.—As above, you can get the repairs for a Judson engine from the G. F. McKenzie Co., Galt Bldg., Winnipeg.

M-H. Co., Sask.—So far as we know there are no repairs for the Rude wide-spread manure spreader being carried in Canada. You can obtain the necessary parts from Lindsay Bros., 400 North First St., Minneapolis, Minn.

L. & O., Sask.—Regret that we cannot trace the maker of a disc harrow with casting marked JK126. Is it possible that the number is KK126. If so, the harrow is one of the John Deere line.

W. J. K., Sask.—Part for plow HF464 is a hub box for a "Best Ever" gang plow made by the Moline Plow Co. You can obtain this repair from the John Watson Manfg. Co., 311 Chambers St., Winnipeg.

H. M., Sask.—The disc harrow with standard marked JH306 is a type made by the Johnston Harvester Co., Batavia, N.Y. This company is now owned by the Massey-Harris Harvester Co. Write the Massey-Harris Co., Toronto, Ont., who can get you the part.

R. H. G., Man.—Repairs for a Martin feed grinder can be had only from the makers—the L. R. Martin Co., St. Louis Park, Minn.

A. P., Man.—Repairs for the Chicago Aermotor Windmill are carried by the William Eddie Co., Princess St., Winnipeg.

B. & M., Alta.—Sand collar HX441 is for a sulky plow made by the Moline Plow Co., Moline, Ill. You can obtain them from the John Watson Mfg. Co., Winnipeg, who carry all repairs for Moline implements.

W. Machine Co., Sask.—Bradley plows are no longer being handled in Canada. This line is now owned by Sears-Roebuck, Chicago, a mail order house. You can obtain parts only from that concern.

C. D. G., Man.—The spring tooth cultivator with clip numbered C75 is, we believe, an old type made by the Emerson-Brantingham Implement Company, Rockford, Ill. Write the factory direct for part.

C. G. Co., Alta.—Repairs for the Mandt wagon can be had from the John Watson Mrg. Co., Winnipeg, who handle all Moline repairs. The land packer with parts numbered PP is a type made by the Watson company. For Aspinwall potato machinery, address the Western distributor, the E. A. Sharman Company, Lethbridge, Alta.

O. Bros., Sask.—Spool for disc harrow numbered H616 is for an old style Emerson disc. You can get new spool from the Emerson-Brantingham Implement Co., Rockford, Ill.

SUMMER

TOURIST FARES

—TO—

VANCOUVER, VICTORIA

AND PACIFIC COAST POINTS

THROUGH CANADIAN ROCKIES

CHOICE OF ROUTES ON LAND AND SEA GOING AND RETURNING.

ROUND TRIP TICKETS

FROM POINTS

(Western) ONTARIO, MANITOBA, SASKATCHEWAN and from all stations CALGARY and EDMONTON (inclusive) in ALBERTA (Via LOOMA, C.N., via TOFIELD, G.T.P.)

NOW ON SALE

Liberal Stopovers

Final Return Limit October 31st, 1921

SEE JASPER PARK AND MOUNT ROBSON

FOR FULL INFORMATION
AS TO FARES, SERVICE, RESERVATIONS, ETC., APPLY TO ANY AGENT

Canadian National Railways

FOR SERVICE

FOR COMFORT

Seeder Company Will Move Factory

Formal announcement has been made that the New Owatonna Mfg. Co. will erect a new factory in Winona, Minn., without delay and remove its plant from Owatonna, Minn., as soon as the new building is ready to receive the machinery.

Special Tractor Mowers for Cletrac

The Cleveland Tractor Co. of Canada announce that two different companies have designed and built mower attachments for their tractor. G. C. Willis designed one—the Willis pivoted bar tractor mower, distributed by the Hullett-McCurdy Tractor Co., Kansas City. The Zanon mower attachment was designed by R. C. Zanon, and is produced by the Power Implement & Machine Co., of Modesta, Cal.

Both of these machines take their power from the tractor belt pulley shaft on the front of the tractor. The Willis mower makes use of the pulley and runs the pitman by means of a leather belt. The tension on the belt is maintained by an idler. The Zanon attachment replaces the belt pulley with a sprocket and uses a chain drive with clutch control. Both machines use standard make cutter bars, sickles and pitmans, the Willis using McCormick parts, and the Zanon having a Walter A. Wood bar.

You Win Both Ways---

IMPLEMENT dealers who sell Imperial Polarine win two ways. They assure complete satisfaction with every tractor they sell through its proper lubrication, and at the same time, they open up a big permanent trade in oil.

Year 'round advertising, backed by the dependable, high quality of Imperial Polarine, has made it the most widely used and quickest selling tractor oil in Canada. The market for Imperial Polarine is made—you can control this business in your territory if you go after it.

Make Imperial Polarine your leader. The good margin of profit allowed on each sale and the fast turnover that is assured makes it one of the most profitable lines you can carry.

Sell Imperial Polarine as specified by our Chart of Recommendations. The satisfaction it gives when sold that way builds confidence in you which means increased implement and oil sales. Write to 56 Church Street, Toronto, for Charts.

The Imperial Oil salesman will gladly tell you about our profitable dealer agreement. Ask him to-day.

IMPERIAL

Polarine

Kerosene Tractor Oil

A dark colored heavy-bodied oil suitable for kerosene and gasoline tractor engines. It protects rubbing surfaces from wear—reduces friction—maintains full compression.

Imperial Polarine Kerosene Tractor Oil Extra Heavy

A dark red-colored rich oil of extra heavy body—specially recommended for kerosene and gasolene tractor engines requiring an unusually heavy oil.

Imperial Polarine "A"

A dark red-colored oil of extra heavy body for air-cooled or water-cooled gasoline or kerosene-burning engines. Especially suitable for kerosene tractors and for motor cycles.

IMPERIAL OIL LIMITED

Power - Heat - Light - Lubrication

BRANCHES IN ALL CITIES

"A Friend in Need"—

When "everything is lovely and the goose hangs high" every manufacturer is a "hail fellow well met"; prosperity flows along the main street and it is easy to believe in business friendship and professed sales assistance.

But! the testing time arrives. Business becomes dull. Some of your "fastest" friends are hidden in the mist of sales resistance and their goods stand on your floors "unhonored and unsung". No longer does their advertising stimulate a cautious buyer with the glad tidings of bigger value at less cost. Then it is that you learn who your true business friends are and what they are doing to help you.

To deny the existence of a depression due to the readjustment, is to pooh-pooh a fact and gets us nowhere. To plan to make sales in spite of this condition and to do a maximum trade under the circumstances is to display good horse sense, business courage and faith in the economic soundness of the goods manufactured. The most effective way to produce sales is to advertise.

The "friends in need"—are those manufacturers and distributors who are assisting you to overcome sales resistance by well directed advertising. That the majority of them use The Nor'-West Farmer to reach your customers means that you will reap the benefit of their publicity directly in your cash register.

These friends are the people you will build your business with in the next ten years. They are proving their confidence in your customers at a time when it probably means a sacrifice of profit to do so. It means that the courage now displayed augurs well for their future and yours as their agent.

It means as much to you as it does to the manufacturer to have advertising of the lines you handle appearing in an appreciated and well read farm paper like The Nor'-West Farmer. You will find that your friends in need are the consistent advertisers who in good weather and bad back up your sales of their goods. Your best customers are being favorably impressed by their publicity.

It pays to keep tab on advertising in THE NOR'-WEST FARMER. One dollar brings it for one year.

The Nor'-West Farmer

The Pioneer Farm Journal of Western Canada

Winnipeg - - Canada

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 7 WINNIPEG, CANADA, JULY, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

An Advantage to Farmers

As the pioneer Bank in Western Canada, we are bankers for the United Grain Growers, the United Farmers of Alberta, the Saskatchewan Co-operative Elevator Company, and other similar institutions.

Consequently, individual farmers find it a distinct advantage to transact their business through this Bank.

UNION BANK OF CANADA

Head Office : : WINNIPEG

459

Economy— 50% Reliability—

You lower your Fire Insurance on Store and Home.

We have paid this annual dividend since 1908.

Why not get your Fire Insurance at cost? Reduce your overhead by a direct 50% saving of the premium paid. Absolute safety. Dividends paid annually at expiration of policy. Write to-day.

The Canadian Hardware and Implement Underwriters

C. L. CLARK, MANAGER

802 Confederation Life Bldg., Winnipeg

(Operating in Alberta, Saskatchewan, Manitoba and Ontario)

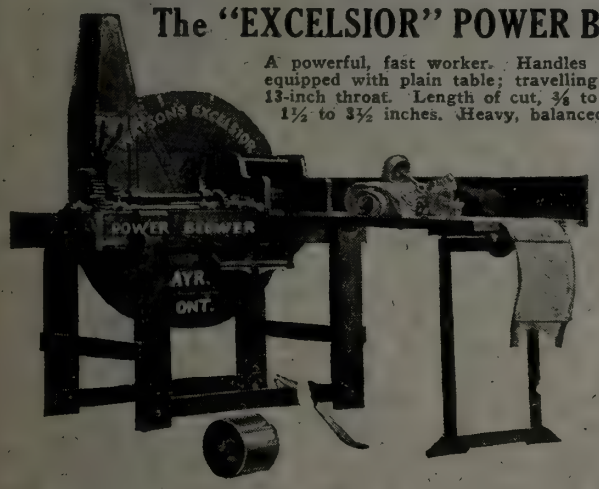
PROVINCIAL AGENTS WILL CALL AT YOUR REQUEST.

INSURANCE IN FORCE	OVER $275,000,000.00
NET CASH SURPLUS	OVER $ 1,900,000.00
DEPOSITED WITH DOMINION OF CANADA	$ 150,000.00

REFERENCE: BANK OF MONTREAL, WINNIPEG

Watson's Power Blower and "Excelsior Junior" Feed Cutters

The "EXCELSIOR" POWER BLOWER CUTTER



A powerful, fast worker. Handles 6 tons per hour. Regularly equipped with plain table; travelling feed table, if desired. Has 13-inch throat. Length of cut, ⅜ to 1 inch, or with extra gears. 1½ to 3½ inches. Heavy, balanced, double-knife wheel. Large feed box and well fitted feed rollers. One lever starts, stops and reverses. Knives and gearing fully enclosed. Special English steel knives. Get full particulars.

THE "EXCELSIOR JUNIOR," GETS BUSINESS

This cutter is a handy machine for any size of farm. Has 9-inch throat and two handles. One lever starts, stops and reverses. Cuts ½ to 1¼-inch by changing sprockets. Capacity ½ to ¾ ton per hour. Swinging feed box. Finest English steel knives.
Also made with blower attachment, and 12 x 4-inch pulley for engine use. This type elevates up to 20 feet.

We have Feed Cutters in Seven Styles

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG, Man.

FITTED PLOW SHARES

Shares Stocked at Regina for every make of Plow

PLACE YOUR ORDER TO-DAY

HARROW TEETH — CUTIVATORS — PAINTED AND VARNISHED EVENER WOODS PLOW HITCHES WAGON SETS

CHRISTIANSEN IMPLEMENTS

Land Packers, Mulchers, and Plow Harrows

The House of Quality *We Ship Daily*

Write for Latest Catalogue

Western Implements Limited

Cor. 6th & Scarth St. Regina, Sask.

The Question of the Future

If you could solve the great question of the future you would probably organize your life along far different lines.

Leave Guesswork to Fools

Because you are well to-day and are able to earn a good living for your wife and family is no indication of how you will be a year from now. You can't afford to gamble with the welfare of your family as the stake. No matter what happens to you their future should be made secure.

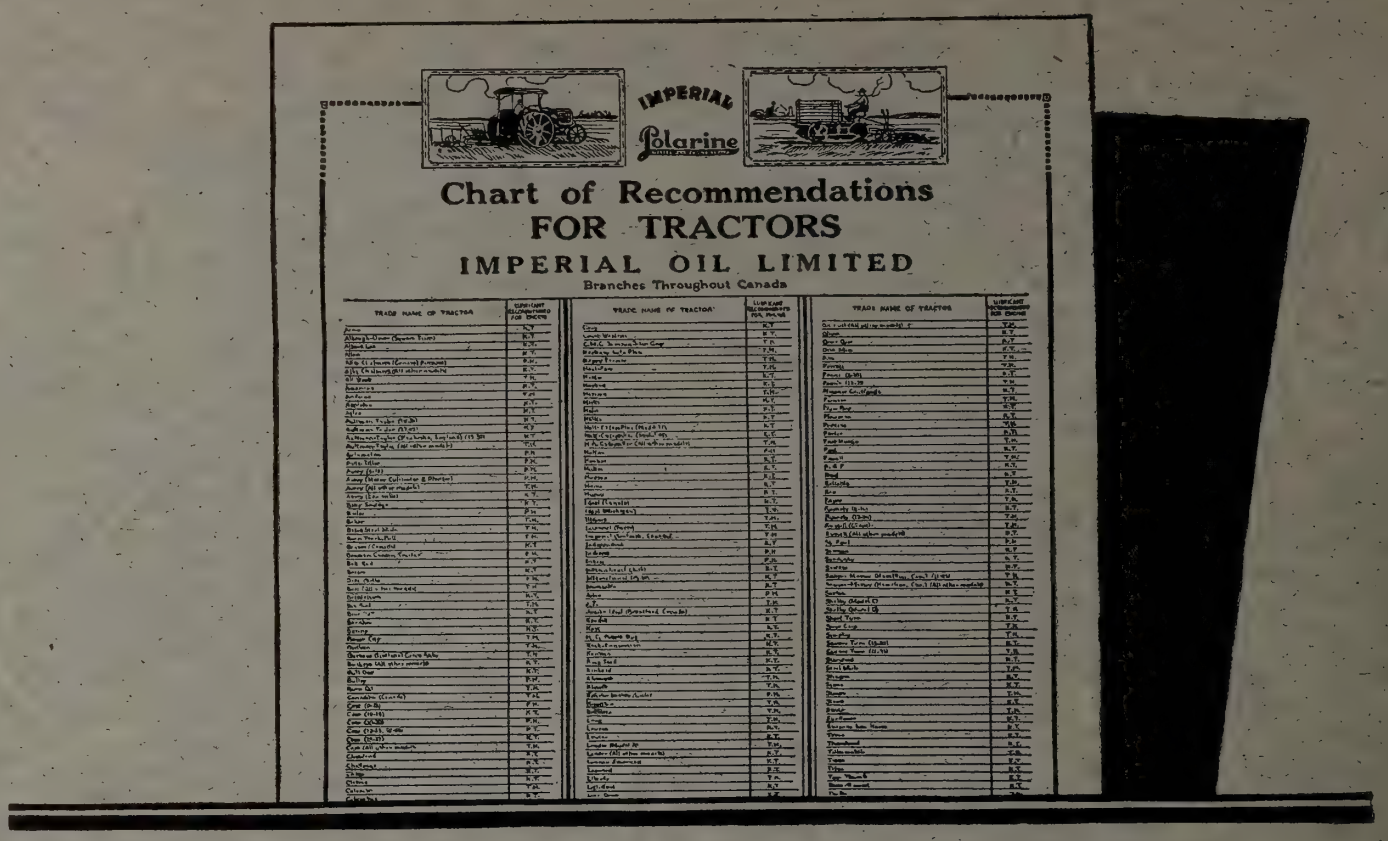
Life Insurance Is Your Safety

Not every man is able to make a fortune during his lifetime. But every man in good health can protect his family with life insurance. This message has a definite meaning to you. Don't pass it by! Make an appointment with The Great-West Life Agent.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P. 16"

Head Office : : WINNIPEG



IMPERIAL
Polarine

Kerosene Tractor Oil

A dark colored heavy-bodied oil suitable for kerosene and gasoline tractor engines. It protects rubbing surfaces from wear—reduces friction—maintains full compression.

Imperial Polarine Kerosene Tractor Oil Extra Heavy

A dark red-colored rich oil of extra heavy body—specially recommended for kerosene and gasolene tractor engines requiring an unusually heavy oil.

Imperial Polarine "A"

A dark red-colored oil of extra heavy body for air-cooled or water-cooled gasoline or kerosene-burning engines. Especially suitable for kerosene tractors and for motor cycles.

This Chart Sells Imperial Polarine

HIT or miss lubrication is a thing of the past. Tractor owners buy oil to-day on the strength of a reputable manufacturer's recommendations.

Implement dealers who sell Imperial Polarine, according to our Chart of Recommendations are in line for bigger and ever increasing business. They capitalize on every dollar we have spent to make our recommendations a scientific and absolutely reliable guide to correct tractor lubrication.

Display the Imperial Chart of Recommendations prominently. Sell every customer the correct grade of Imperial Polarine. He gets better and longer service from his tractor—you secure his permanent trade in both implements and oils.

No other tractor oil is in such great demand as Imperial Polarine. Every implement dealer serves an unlimited market—every sale he makes nets him a good profit. See the Imperial Oil salesman to-day regarding our profitable dealer agreement.

The Imperial Chart of Recommendations for all types of tractors should be hanging in your windows, or on your walls: Write to 56 Church St., Toronto, for Charts.

IMPERIAL OIL LIMITED

Power - Heat - Light - Lubrication

BRANCHES IN ALL CITIES

"After-Harvest" Sales are Waiting

THESE are busy days for the implement dealer. The immediate demands of harvest—setting up and delivering harvesting machines; providing customers with emergency repairs for old machines; adjusting and putting in order various implements in the field; selling binder twine—these and many other details incidental to the annual harvest rush, in localities favored by good crops, are monopolizing the dealer's time, energy and attention.

No dealer should be too busy, however, to give proper consideration to "after-harvest" sales. For instance, there are many profitable sales waiting for *Case Dealers* for such equipment as *Case Silo Fillers, Case Baling Presses, Case Kerosene Tractors, Grand Detour Power Plows, Grand Detour Tandem Disk Harrows* and, in some sections, *Case Road Building Machinery*. Sales of such machines and implements represent attractive volume, a clean profit, and real satisfaction to the purchaser. Case high standards of manufacture and service are selling assets that every Case dealer should recognize and capitalize on.

Now is the time to line up and *close* prospects for "after-harvest" equipment. Let us co-operate with you.

THE CASE LINE

Power Farming Machinery
Kerosene Tractors—3 Sizes
Steam Tractors—4 Sizes
Threshing Machines—7 Sizes
Silo Fillers—4 Sizes
Baling Presses—2 Sizes

Grand Detour
Mouldboard Plows—5 Sizes
Disk Plows—3 Sizes
Disk Harrows—5 Sizes

Case Road-Building Machinery
Steam Road Rollers—2 Sizes
Rock Crushers—2 Sizes
Rock Bin with Screen—15-Ton
Road Graders—3 Sizes
Road Drags—3 Sizes
Road Rooter—275 lbs.
Road Sprinkler—12 bbls.

Case "Six" Automobiles
Touring
Sport
Coupe
Sedan

J. I. Case Threshing Machine Company
Dept. G216 Racine, Wisconsin

Factory Branches
Alta., Calgary—Edmonton
Sask., Regina—Saskatoon
Man., Winnipeg—Brandon
Ont., Toronto

CASE
TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES
POWER FARMING MACHINERY

NOTE: We want the public to know that our plows and harrows are not the Case plows and harrows made by the J. I. Case Plow Works Co.

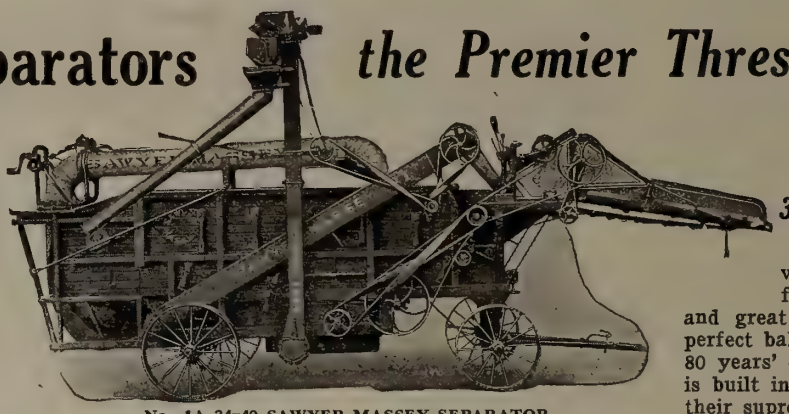
SAWYER-MASSEY CO.

Tractors: Threshers: Road Machinery

Sawyer-Massey Separators *the Premier Thresher of Canada*

Strong Construction, Proven Efficiency
Great Capacity, Thorough Work

Our 12 and 16 double-bar cylinders are the feature which make Sawyer-Massey the most efficient threshers sold. They strip all the grain from the head, completely separate grain from straw. With major weight at circumference, the cylinder gives finely balanced action with minimum vibration. In selling Sawyer-Massey you give real assurance of economical and efficient threshing. The thresher that cleans and saves the grain.



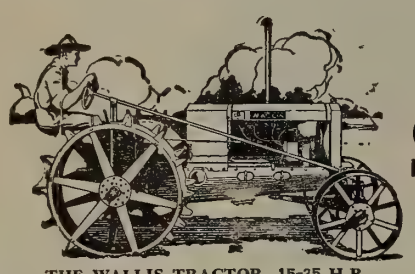
No. 1A 24x40 SAWYER-MASSEY SEPARATOR

Made in Six Sizes:

22x36, 24x40, 28x44, 32x56, 36x60 and 40x64

Built of specially selected hardwood. Braced and trussed, with a frame that gives super-strength and great rigidity. Weight is equalized; perfect balance throughout. The results of 80 years' experience in thresher production is built into our separators. On this rests their supremacy.

Wallis Tractors for Economical Power



THE WALLIS TRACTOR 15-25 H.P.

A profitable investment for the farmer with medium acreage. Develop great drawbar pull in relation to weight. Patented "U" frame construction; fine finish and every feature that gives service and durability. Catalogs on request.

Sawyer-Massey Tractors Lead in Quality

Made in three sizes: **11-22, 20-40** and **25-50** H.P. A range of sizes to suit any size farm. Famous for excellence of design, mechanical finish and economical operation. They help the farmer handle greater acreage at lower cost. As a threshing power they have no equal.

SAWYER-MASSEY 11-22 H.P.

Sawyer-Massey Company Limited

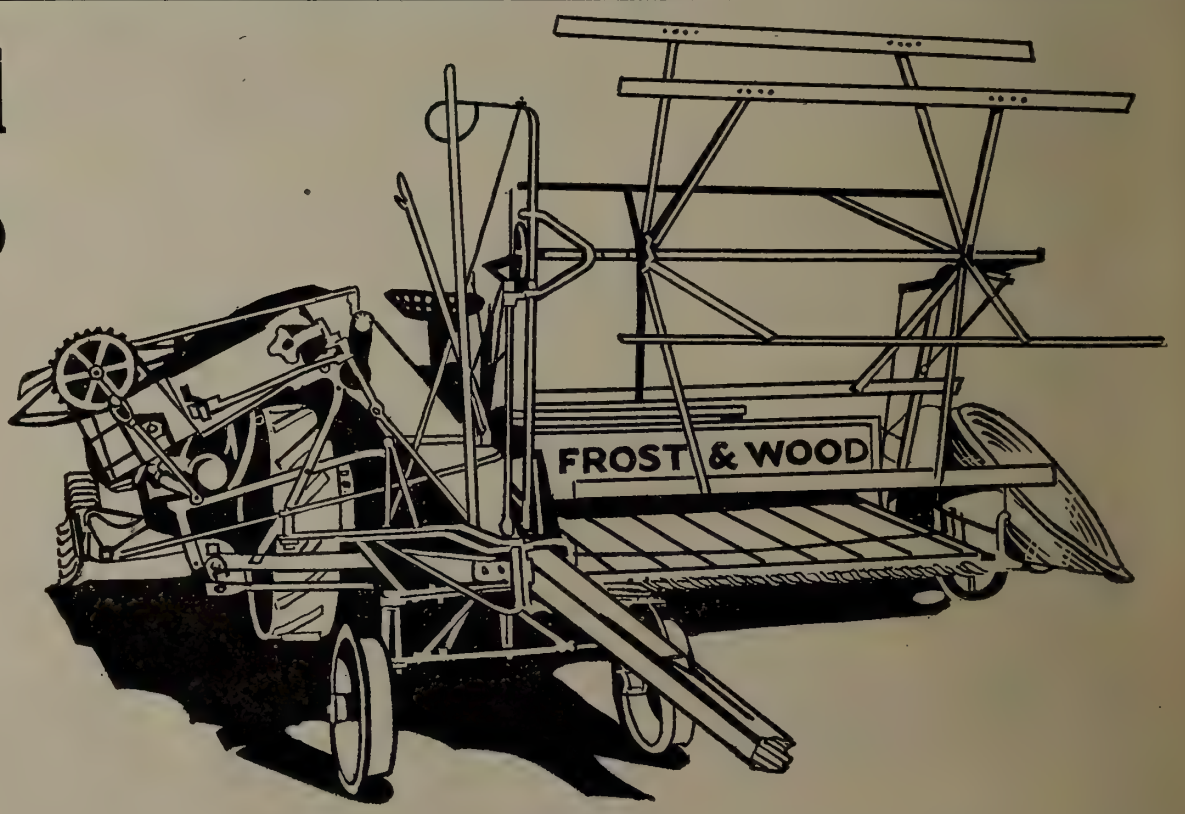
Head Office and Factories: Hamilton, Ont.

WINNIPEG REGINA SASKATOON
CALGARY EDMONTON

Frost & Wood BINDERS

Have Those Advantages Which Experienced Farmers Demand

There are certain advantages which experience has taught farmers to look for in the selection of a binder. The Frost and Wood Binder has them. Its record of success in harvesting Western Canada crops is a great help to the dealer.



STRENGTH

The use of high carbon steel gives a construction which combines strength with light weight.

LIGHT DRAFT

Light draft is assured in the use of generous sized roller bearings at all friction points.

ELEVATION

The arrangement of Frost & Wood canvases and rollers takes the straw to the packers in the best possible shape for tying. All straw cut gets to the sheaf.

KNOTTER

The Frost & Wood knotter ties securely. Simplicity of design insures continuous service with minimum attention.

To be in a position to give satisfactory service to your customers get your orders for repair parts in early

Cockshutt Plow Company, Limited

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

CANADIAN FARM IMPLEMENTS

Vol. XVII., No. 7 WINNIPEG, CANADA, JULY, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year. $1.00 / Per Copy. 10c

The Implement Store "Rest-Room": An Interview

By The Editor

In this vale of tears some men are never happy unless they are getting their name in print, be it in the police-court news or the business page. But the majority of implement dealers, to our mind, are too prone to modesty. They don't want their name mentioned. Such an one was the well preserved man of middle age who sat in the corner in the hotel rotunda. And we've known him for years as a mighty acute and energetic implement dealer—but now out of the game.

"Yeh, its certainly worrying times in the old game," he mused, "and the boys are having none too good sledding. True, we had our troubles ten years ago, but I'd hate myself to try and move goods at the prices a dealer has to quote to-day. It may be economic laws percolating the implement world, but its hell for the small-town dealer. There's bound to be changes in the trade for those who weather these years of stress, and, I hope, for the better."

"What, in your opinion," we asked, "can the dealer do in the future to make his store more attractive, to make it, in a sense, a farm-machinery centre for the town?"

"Well," he thought a moment, "I'd want him, for a start, to be what I consider a dealer—a man who knows his goods, knows farming, and has a sound business head. Such a man usually has many ideas that he is not slow to use in trying to promote trade. But of all the things I've come in contact with in late years, I think the rest-room idea is one of the most practical investments the dealer can make.

"Mind you, the rest-room stunt is no idea for the fellow who does business in a shack located on a back lane. Its for the regular implement store I mean—the kind that's a credit to the business. When I was in the trade the thought never struck me—I was too all-fired busy selling machines and making collections. D'you remember, M——, where I used to be in business? Good town that! I'm going back to-night to see the old place.

"On a busy day in that town—it was busy. Summer time we'd look over the prairie and count 'em coming in by the dust signals. It was more buggy travel, but even then lots of cars were owned in the territory. The farmers were coming in to buy and to sell, and their women folk and families were with them. It was before prohibition, so the hotels had some patronage, but you remember how the women and children had to drag around after shopping was seen to. Not all of them had friends to visit; you'd see them sitting in the buggy or car, waiting until the farmer bought a machine, or had a game of pool, or maybe some refreshment. How often I've asked a tired and fagged-out woman carrying a baby to sit down in my office while I talked myself purple getting her man to buy some machine he really needed.

"Gee, I wish I'd thought of it then, for I had the space to have fixed up a nice rest room for the folks. I hear a lot of yap about the antagonism between dealer and farmer. Forget it. I don't believe it exists in most cases. To-day I can look back at all the folks who dealt with me as friends. I liked 'em, and I did my best for 'em—good years and bad. It was worth it; for they stuck to me. You know roughly what I'm worth to-day. Well, I started in the game with $800 and some debts.

"But to get back. Down south I've seen some of those rest-rooms, but never one that seemed to me to fill the bill entirely. You don't want a place like an office—the walls papered with hangers for machines and a small table covered with catalogues and folders. Women and kids don't want that. I know that you'll argue that to fix up such a room will cost a lot of money, but it wouldn't—even at to-day's prices.

"Let me get my imagination in gear, and let's figure it out. If I had a two-story building, I'd have my rest room upstairs—out of the way and quiet. Not too small a place and not unnecessarily large. First, you know how often the folks when they come to town call at the post-office and get their mail. Often there are letters they want to answer—quick. Where can they go to-day? The hotels are usually not available and anyhow they are not guests. I'd have a good writing table in the rest-room, with plenty of stationery and pens of different kinds.

"Your stationery?" we inquired.

"No, plain stuff. If you do a man or woman a service let it go at that. My letter-head might smell of personal advertising too much. Plenty blotter, too. They'd know that when they came to George's place they could write their letters in peace. Gee, it would be worth while to have some stamps in the desk for them, too. That would fix the letter-end of it.

"The main thing is to remember the women and kiddies. They usually have the waiting game to play on the visit to town. I'd have several nice lounge chairs—not harness racks—but chairs that a women could lie back in and rest—or if she liked, talk to the other ladies who might be there on the shortage of money, or of skirts, or about their children—as they usually do.

"If the farmer had business to see to on the floor, or in my office downstairs, I'd first show his wife and the children up to the rest-room—that is if they felt like it. You know what lavatory accommodation is in the small town. I'd make that my first adjunct in connection with the room. We've to consider the kiddies, too. A tired woman don't want to have to amuse equally tired children. I don't think it would break the dealer to have the daily papers and some popular magazines for the women, and also some children's books, picture and story books, you know, and a few kiddies' games. That would at least keep 'em quiet a while. The women would appreciate it.

"Should it be possible, if I could fix an upper verandah, I'd have a door out to it from the rest-room so that they could go out and sit and watch the things on the street. Even if a man had not an upstairs he could fix part of the store into a room along this line. Would it pay, you ask?

"Why shouldn't it? Don't you think that the farm folks appreciate such service as much as the folks who go to the rest-rooms in the big city department stores? They do. Keep the rest-room as simply a service and convenience in connection with your business. In your advertising you could refer to it as a place for the folks, but for any sake get it into their heads that you have some human kindness, and that it is not always their money and custom you are after. We hear a lot about service in the implement trade, but the rest-room idea is as good service of a friendly kind as the dealer can give.

"Don't you think that the farmer would remember about such a thing in connection with your store? And don't you think his wife would? And a woman is a mighty important factor on the farm. Many a sale goes through or is declared off on the say-so of Friend Wife. When the time comes that they need a new cream separator, a tractor, a plow, anything in the line, don't you believe they'll consider you first as the man who thinks enough of them to spend a little making a place for their comfort. That's the end where the rest-room idea pays—and pays big.

"What about when you'd go out to their place," we interpolated, "would you try to push a little business?"

"Not on your life," shot back George. "In the game, I'd run a store where they would know they'd get the goods and service, too—with the rest-room thrown in. Sure, I'd drive through the

territory and make friendly calls —but I'd just invite myself to a meal and never mention implements any more than a preacher —unless I was asked directly. Don't mix your social call with solicitation. My wife used to help me lots by driving out through the country and visiting the folks. She made friends of 'em all. No dealer should underestimate the value of friendship with his customers. Say, lets go and eat."

"And do you think you'll ever have one?" asked the writer, as we headed for the dining-room.

"I've got a town in my mind now, said he, with a store I could get on a nice corner, and I think I'll get back in the game. My heart has never been out of it. If I get going this fall, you come and see that my rest-room is no dream. It will be there, you bet."

Wind—the Cheapest Power on Earth

Of late years, possibly due to the interest taken in tractors and other lines, many dealers have overlooked the development of windmill business. At the present time when running expenses and fuel costs bulk large with the farmer, there are direct signs that the windmill is coming back as a sales proposition. No one can deny the fact that a good windmill is the best machine ever made for pumping water on the average farm. And it is the cheapest pumping power known.

The oilless bearing mill does away with the need of lubricating journals. Ball bearings and roller bearings give the farmer a mill that will operate in the slightest breeze. The mill has even been developed that will generate electric current for the home and barns.

Windmills to-day are better built than of yore. Anti-friction bearings, cut steel gearing and thoroughly reliable governors and braking systems assure trouble-proof operation and continuous service. When the mill is erected, what expense has the owner. Wind is free. It is not measured by the gallon and quoted at 40 or 50 cents. The first cost of a mill is its last cost. Compare it with the trouble of starting and stopping a pumping engine. The latter takes time and must be watched in many cases, but the windmill works away with little or no attention for 10 or 20 years.

The only argument that has ever been advanced against the windmill is the "no wind, no water" argument. This contention is erroneous, for weather records prove that there are very few localities on this continent where the wind does not blow either during the day or night.

When equipped with an automatic regulator or a regulator pump, the windmill performs its work while the farmer is at his labors about the farm, away to the village, or while he sleeps; it fills his tanks and then automatically stops. As water is used, the windmill automatically resumes pumping, continuing in this self-regulating manner day in and day out, year after year, affording an abundance of water for the stock, the lawn and gardens, and for household purposes—all this for practically a few pennies a year.

Every farmer is looking for tools and machines to make his work easier. The machine that will pump water all day without being watched and tended is a big saving in both muscle and time. It takes nearly as long to properly water stock, pumping by hand, as it takes for the rest of the barn work all together.

For household water supply the windmill has been a god-send to the farm woman. A sanitary water supply system can be installed in the home at a very reasonable cost, yet it is a remarkable fact that on many farms with windmills you will not find such an installation.

From the dealers' standpoint, the real value of a windmill depends greatly on its ability to run in the lightest wind. And there are many windmills now on the market in which friction is so small that they run with a breath of the air. Such a mill, with an automatic oiling design, will sell in any locality.

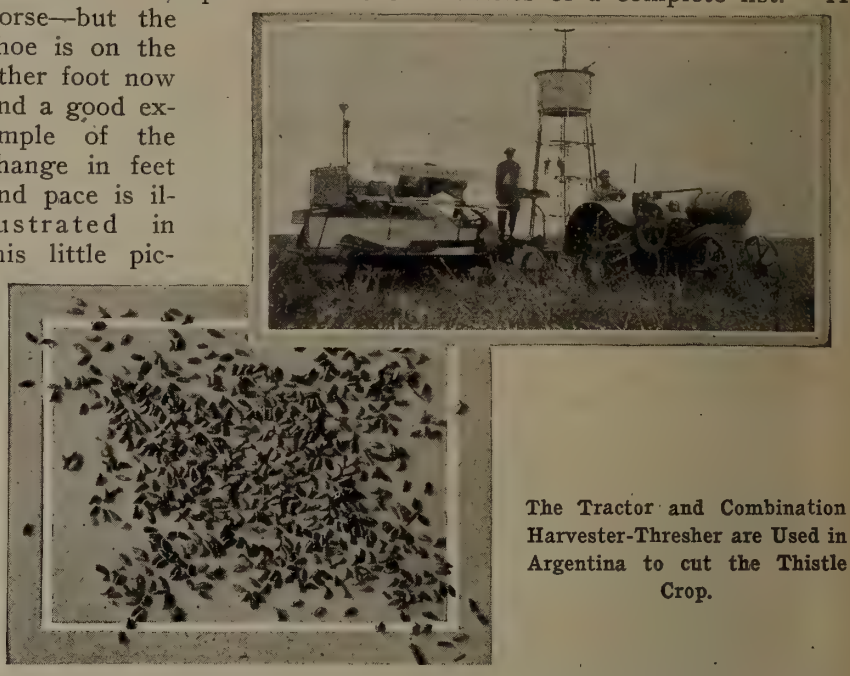
The customers for new outfits are not the only ones in your territory. There are countless windmills around the country which are of little service. They are in bad condition, out of shape and inefficient. Most of these mills, which require considerable attention, can be replaced by the up-to-date, self-oiling and self-governing windmill.

The implement dealer is essentially the man to sell windmills. No special room or equipment is necessary—a floor space, five feet square, will hold a windmill engine or a stub tower, all ready for demonstration.

Have you ever tried to line up the prospects in your locality who require windmills? You should do so this year. Get the agency for a good reliable mill, advertise it, circularize your prospects and get the manufacturer or jobber to send them literature. Few lines sell more readily, or give so great satisfaction to the customer, and with the right type of windmill there is a good profit for the dealer on every mill sold.

Tractor Harvests Thistle Crop

Lots of people used to think that the tractor was a specialty to supplement the major duties on the farm in the province of the horse—but the shoe is on the other foot now and a good example of the change in feet and pace is illustrated in this little picture story from South America.



The Tractor and Combination Harvester-Thresher are Used in Argentina to cut the Thistle Crop.

Thistle seed from which oil can be pressed has recently assumed greater commercial importance because of the tractor's ability to go where horses fear to tread. Great expanses of thistle growth in many sections of the Argentine can now be harvested with tractor and harvester thresher, the seed threshed and marketed.

The firm employing the Titan tractor and Deering harvester thresher in the picture are obtaining such good results with this initial outfit that the International Harvester Company at Rosario, has already received assurances of seven or eight additional ones in the near future.

U.S. National Farm Power Show

The U.S. Gas Engine and Farm Power Association will hold the first National Farm Power Show in Chicago next November. The Coliseum, Chicago, has been reserved for November 23 to December 3, and this comes at the time of the International Live Stock Exposition, which brings over 250,000 visitors to Chicago every year. This show is primarily to stimulate sales to retail customers.

It is expected that at least 5,000 of the liveliest dealers and distributors in the country will be affiliated with the Gas Engine and Farm Power Association by the time of the show.

The tractor dealer will be impressed with the possibility of adding lighting plants to his line, and the lighting plant dealer may want to take on a garden tractor, sprayer, or a line of home labor saving conveniences. Water systems, milking machines, and other equipment operating with a gas engine or electric motor will be of special interest to live distributors and dealers, awake to the pos sibilities of a complete list. A similar show would be an excellent idea for the Dominion to institute.

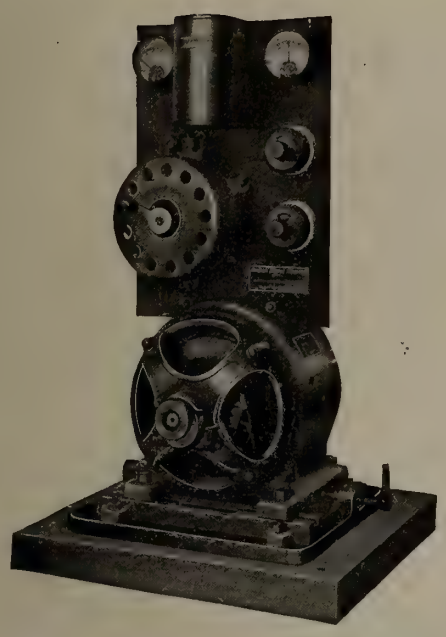
Wind Power Electric Plants

Considerable interest was shown in the announcement in a recent issue of a windmill developed to operate a generating set for farm electric lighting. Electric plants driven by wind power are now in use in several countries in Europe.

A new wind motor has recently been installed on an English farm to replace an engine-driven set. This equipment will drive a dynamo, pump water and do other farm work. Wind turbines like the one in question are from 6 ft to 20 ft. in diameter, with vertical vanes, and single or multiple motors, and their power may be increased by adding more vanes. The tower is of steel, fitted with ladder and platform and with veering arrangement to keep the face of the motor square to the wind and automatic gear to cut off wind above the desired velocity. For use with a dynamo, batteries are necessary for storage of the energy. The initial outlay at present high prices is about $500 for a turbine developing 1 h.p. in a 15-mile-per-hour wind. Fuel costs nothing and upkeep little.

Brevity may be the soul of wit, but it's a certainty that prolixity has no soul.

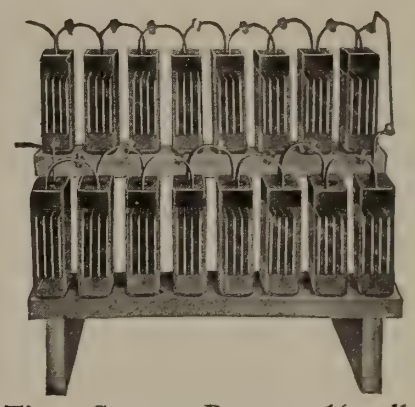
Northern Electric
POWER AND LIGHT



Belt connected plant—operates from any good engine

A Complete Line of Electric Farm Plants and Accessories

Belt Connected Plants
Direct Connected Plants
Water Systems
Portable Motors
Appliances
Wires and Supplies



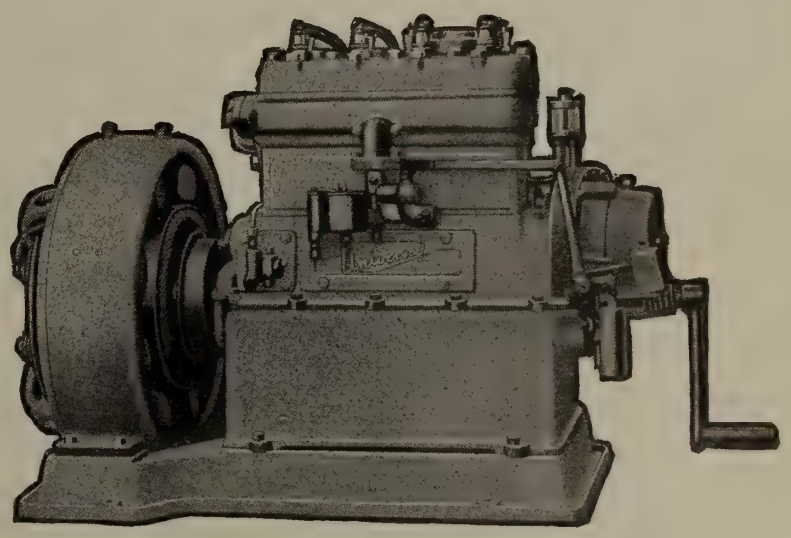
Titan Storage Battery, 16 cells supplied with each plant, 120 or 216 Ampere Hours.

This line will make you the Electrical Headquarters of your district.

With the Plant you can usually sell a Water System, while limitless follow-up sales possibilities are yours with Utility Motors, Vacuum Cleaners, Washing Machines, Dishwashers, Irons, Toasters, Percolators, Wiring Devices of all kinds, Fixtures, etc.

Write Our Nearest House Now

Be the Farm Electrifier of Your District



110 Volt D. C. Universal Plant

For installations of 4KW, 8KW or 12KW

Northern Electric Company
LIMITED

MONTREAL QUEBEC TORONTO WINNIPEG CALGARY EDMONTON
HALIFAX OTTAWA HAMILTON LONDON WINDSOR REGINA VANCOUVER

Selling The Individual Thresher

The multi-fold advantages of the individual thresher are making for it an ever-growing place on the Canadian farm, and as a result inducing the wide-awake implement dealer to give it closer study and scrutiny. A little time spent studying this particular piece of machinery will not be wasted for the potential field for such a separator is large. As one owner puts it: "I think an individual thresher would pay if one had only 320 acres of grain, for then he could thresh when he wanted."

Time is one of the strongholds of the automobile, the airplane, the train, the wireless, the telephone, the tractor, the motor cultivator, the "Road-Razer", and likewise time is one of the big strongholds of the individual thresher.

If John Jones is desirous of owning a thresher for his own use, he can well afford the investment, providing, of course, his acreage warrants the use of it. The time saved, while he would be waiting for the custom outfit might result in a saving, due to getting the grain on the market at the peak of prices, instead of having to wait between 10 and 35 days.

What the Thresher Saved

A not uncommon incident was recently called to our attention of a case last year where several farmers finished their threshing with an individual outfit 34 days before the custom outfit could have reached them. During these 34 days which the small thresher saved the price of oats had dropped 18 cents a bushel.

Besides being able to get the grain on the market earlier, the small outfit owner does not have to lose a large per cent of the grain due to weathering or insects. After a rain and a week or two of hot weather, the shocked grain frequently begins to sprout and spoil. With the individual thresher this loss is wiped out.

Economy of Labor

Another saving is that of the labor necessary to run the outfit. This item decreases much faster than the capacity of the machine. One well-known farmer uses an individual outfit, driving it with a 12 h.p. tractor part of the time, and with an 18 h.p. tractor the remainder of the time. Instead of a gang of about 30 men, he threshes with seven men, besides the machine man. With this small number of men, about one-fourth the number required with the large outfit, he threshes more than half as much grain as the larger outfit which requires four times as many men.

Organization-Owned Outfit

An adaption of the individual thresher is seen in the co-operatively-owned outfit which usually is organized with a tractor owner as a nucleus, and the thresher owned by a small group of farmers. The cost of such a thresher to be operated with a 16 or 20 h.p. tractor would be very reasonable.

The size of the company can be adjusted to fit the acreages owned. An outfit that is easily organized and managed, and which can easily finance the purchase of the thresher, would be six men, one of whom owns a suitable size tractor, he to furnish the supplies for the tractor and to be given one-third or one-half the stock of the company. The other five men purchase the separator, preferably about a 30-inch machine, each farmer taking stock in proportion to his investment.

The same charge as that of the larger outfits is made both to members of the organization and to outsiders they may thresh for. At the end of the year the expenses are paid, and the remaining profit, if any, is divided among the stockholders in proportion to the amount of stock owned.

An ideal organization would be one that consists of six or seven men, a tractor, and a company owned thresher, silo-filler and large feed mill. The same men will work together each year, resulting usually in harmony of feeling and work. For in a small crew each one can have a special job that will be his duty and the value of co-operation and harmony is soon seen and strived after.

Easier on the Women

The difference between a ring of 30 men and a force of only seven means the difference between feeding 30 and feeding seven. This means a much easier job for the women, and the cost is much less. Better meals with more good things can be served when less has to be cooked.

What One Farmer Did

That the individual thresher is practical is proved by the following report from a farmer:

"In 1919 I had 125 acres of wheat, most of it in bad shape. I could not get a machine to thresh it for a month or more.

Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

EVERLITE

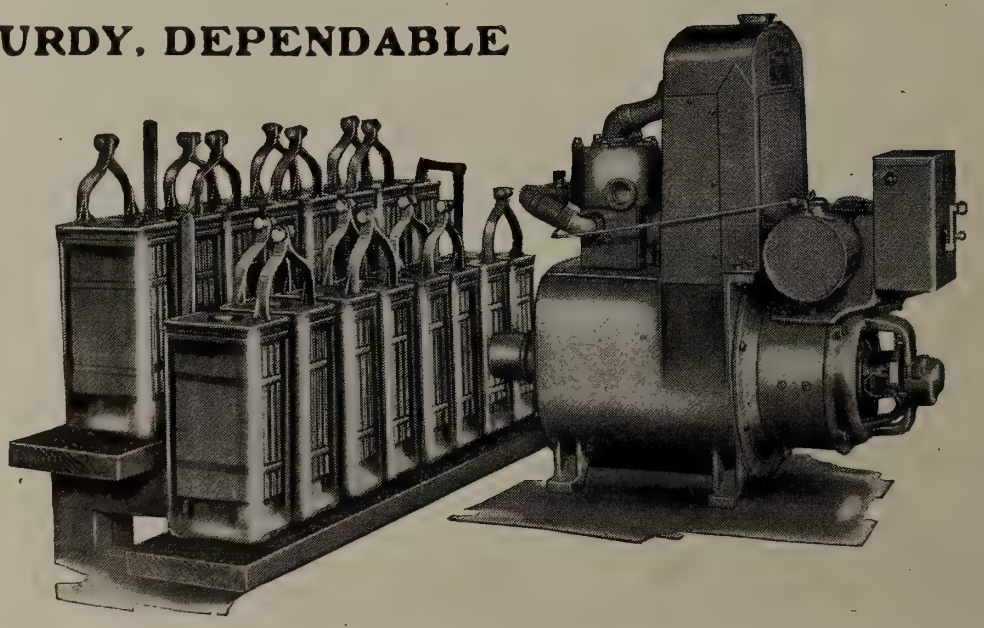
The Guaranteed Farm Light and Power Plant

SIMPLE. STURDY. DEPENDABLE

Dealers!

Your Customers Want This Plant

How About Your Territory?



SEE OUR EXHIBIT AT THE FAIRS

FARMERS all over the West recognize in the EVERLITE the Electric Plant they have always wanted. Designed by men who know farm conditions as well as the best electrical engineering methods, it meets practical farm needs better than any plant ever offered.

EVERLITE is built with a 3 horse-power Engine and 1,000 Watt Generator with Batteries. Five sizes, ranging from 95 to 275 Amp. hours capacity. You can furnish the exact size plant best for any customer. Don't pass up this opportunity. Get the agency NOW—while you have a chance. A postcard will bring you full particulars.

THE EVERLITE COMPANY

CATHERINE AND QUELCH STS. WINNIPEG, MAN.

I did not see any way out of it, except to buy a machine, so I bought a 20x36-inch machine and a 12-25 h.p. tractor. Got my threshing all done, and a little for one neighbor. Then we had one of those rains that goes clean to the bottom. The wheat that was threshed after that was in bad shape—some of it was left in the field to rot.

"Those that waited on the big custom machine were behind all fall. My outfit paid for itself the first year. That may sound pretty big, but if I had not bought it I would have had a lot of expense and spoiled wheat. The way it turned out I sold 1,600 bushels of wheat at $2.77 a bushel, which was $1.02 more than I would have gotten for it if I had waited on the big machine. Those that threshed after the rain had to sell their wheat for $1.75, and a lot of it they could not save or sell."

Every year sees more of these outfits being purchased by individuals or small rings, with a corresponding decrease of the number of custom outfits operating.

The farmer is rapidly seeing the advantage in owning an individual thresher, and the observing dealer will realize the advantages of studying and canvassing his local field for individual thresher sales. Now is the time that dealers throughout Western Canada should be out and after thresher prospects so as to develop a demand for this profitable line.

Taking Census of Tractor Production

The U.S. Department of Agriculture is gathering very complete data on the production and sale of tractors and other lines in that country. A questionnaire has been sent all makers of tractors and other lines.

The questionnaire requests information on the number of machines manufactured; their total value; number sold in the United States; number exported, and the value of domestic and foreign sales. The department recognizes that the number sold in the United States plus those sold for export will not necessarily be the same as the number manufactured during the year.

Divisions of the questionnaire include: Tractors and traction engines; plows and listers; tillage implements; planting machinery; cultivating machinery; haying machinery; harvesting machinery; machines for preparing crops for market or use; horse-drawn vehicles and miscellaneous items.

U.S. Implement Exports

Figures issued at Washington show that the value of implements exported by the United States during April, was $4,014,882, as compared with $4,120,656 in April, 1920. This year tractors exported were valued at $673,616, and tractor parts, $157,213.

There was a decline of $530,000 in mower and reaper exports and more than $1,000,000 in plows and cultivators. There was an increase of over $500,000 in exports of threshing machines and an increase of $250,000 in parts.

Cream Separator Prices

In a recent issue of their house organ the De Laval Company claim that they were instrumental in large part in holding cream separator prices down to a lower level than the prices of any other commodities bought by farmers during and after the war period.

The company cite the fact that their prices advanced on an average only 27½ per cent over 1914 prices, while during the same period prices for implements and other commodities advanced from 70 to 200 per cent. They say that their prices are today on a much lower level than the implements which a farmer buys and are actually lower, per hundred pounds of separating capacity, than separators which in normal times because of less value, were sold for less.

"Waterloo" Champion Separators for Fall Trade

Seven Sizes: 20x36, 24x36, 24x42 28x42, 33x52, 36x56 and 40x62

Leaders in Fast, Clean, Thoroughly Efficient Threshing

The farmer will want every bushel from his 1921 crop. "Waterloo" Champion Separators thresh clean and save every kernel threshed. With great capacity, the reputation of this thresher for good work is unequalled. Its record assures easy sales and satisfied owners. The smaller sizes are just what tractor owners require. Equipped complete with Wind Stacker, Feeder, Wagon Loader and Register. Do splendid work under all conditions. Now is the time to get full particulars.

Canada's Best Threshers

EAGLE Farm Tractors

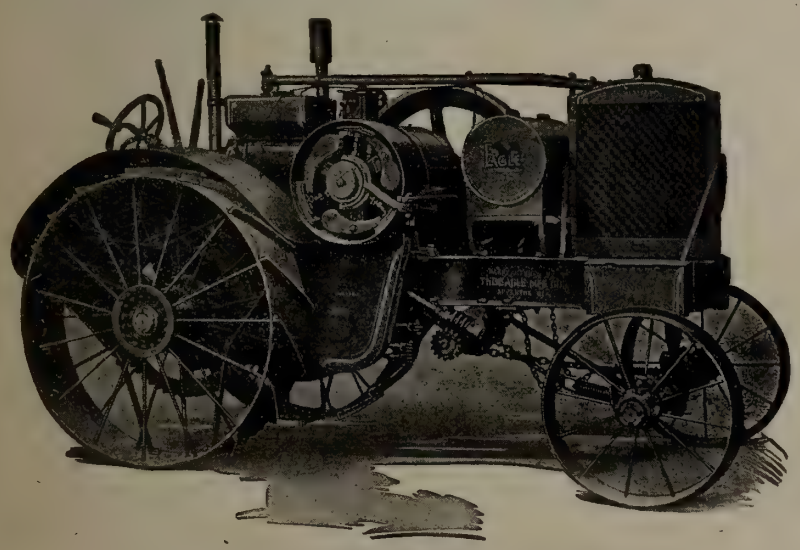
12-22 H.P. 16-30 H.P.

THE SIMPLEST TRACTOR BUILT

An all-purpose tractor that is a real power investment for your customers. You can sell no better for all field or belt work. Profits with the Eagle are not absorbed in service expense. Note the large, wide-faced belt pulley—in the correct position. The Eagle gives smooth, steady power for threshing. Horizontal, twin-cylinder, valve-in-head, slow-speed, heavy duty motors. 12-22 is 7-in. x 8-in., 16-30 is 8-in. x 8-in. Use gasoline or kerosene. Hyatt equipped. Dixie ignition with impulse starter. Let us send you complete details.

SEE THE WATERLOO LINE AT THE FAIRS

We will be glad to have you visit our Exhibit at the leading Fairs at Calgary, Edmonton, Saskatoon, Brandon and Regina. Look over our complete line.



OUR SALES PROPOSITION WILL INTEREST YOU

Our complete line includes Kerosene and Gasoline Tractors, Plows, Discs, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers' Supplies, etc.

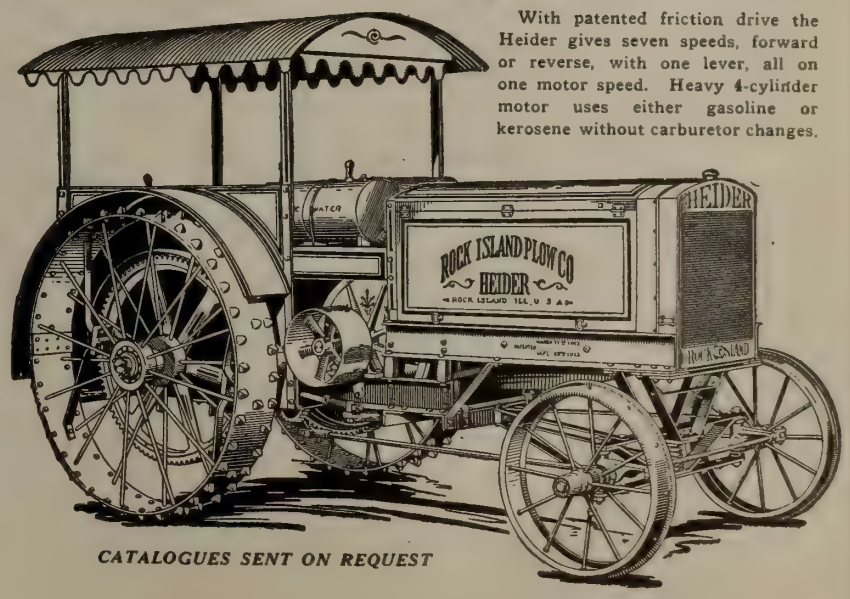
The Waterloo Manufacturing Co. Ltd.

REGINA PORTAGE LA PRAIRIE SASKATOON

Alberta Distributors: United Engines and Threshers Ltd., Calgary and Edmonton

Heider Tractors: 12-20 and 9-16 H.P.

With patented friction drive the Heider gives seven speeds, forward or reverse, with one lever, all on one motor speed. Heavy 4-cylinder motor uses either gasoline or kerosene without carburetor changes.



CATALOGUES SENT ON REQUEST

With the Manufacturers

The Twin City Separator Co., Minneapolis, has had plans prepared for a one-story factory addition.

The Barrett Tank Heater Co. has been incorporated at Knoxville, Ill., with a capital stock of $100,000.

Willys Light Division of the Electric Auto-Lite Corp. has announced a reduction of $100 in the price of Willys Light.

The Necedah Mfg. Corp. has been incorporated at Necedah, Wis., to manufacture gas engines and farm lighting plants.

Howard Seely, manager of the tractor plow department of the Oliver Chilled Plow Works, South Bend, Ind., has resigned.

The Minneapolis Steel & Machinery Co., Minneapolis, Minn., has reopened its tractor foundry and has recently added 200 men.

The McQuay-Norris-Banfield Co., Ltd., Toronto, has been incorporated with a capitalization of $50,000 to manufacture piston rings.

The Master Piston Ring Corp. has been incorporated at New York with a capital of $50,000 by B. Bursch, J. I. Polstein and S. S. Budlong.

The Ruggles Motor Truck Co., Alma, Mich., has been incorporated with a capital of $6,000,000 by F. W. Ruggles, E. L. Smith and J. B. Kirby.

The Beaver Motor Truck Corporation, Hamilton, Ont., who have been raising additional capital, are placing on the market a new light delivery model.

The Stockland Road Machinery Company of Minneapolis have amended their articles of incorporation, increasing the capital stock from $200,000 to $500,000.

The Norwalk Washing Machine Co. has been incorporated at Norwalk, Conn., with a capital of $50,000 to manufacture electric washing machines.

F. W. Gigax, sales manager of the John Goodison Thresher Co., Sarnia, Ont., recently paid a visit to Omaha territory looking into the situation as regards thresher demand.

The Western Wheel Foundry may extend its plant in St. Boniface at a cost of approximately $30,000, and require more than one hundred men through the additional accommodation.

That the Sears-Roebuck agricultural implement factory in Bradley, known as the David Bradley Manufacturing Works, is to be or has already been sold to the Ford interests is reported.

The Sun Co., with home offices at Philadelphia, has recently established a western branch office in Kansas City, Mo., to take care of the distribution of their products in the Middle West territory.

The McLaughlin Motor Car Co. announces a price revision on McLaughlin cars which brings them to considerably lower figures. The decreases in the prices range from $300 to $655 in the McLaughlin light six.

E. A. Adams, advertising manager for the Canadian Fairbanks-Morse Co., has resigned to become Canadian representative of the Lovejoy Shock Absorber Co. W. G. McGruther has been appointed to succeed Mr. Adams.

The Antigo Tractor Company, of Antigo, Wis., will soon begin manufacturing a detachable chain grip designed to serve the same purpose on tractors that tire chains are used for on automobiles.

Shareholders of Canadian General Electric, Limited, at a meeting on June 16th unanimously authorized an increase in the capital stock of the company to $20,000,000 by the issue of an additional eight million of common stock.

The Oshkosh Tractor Co., manufacturers of the Happy Farmer tractor, has filed articles of incorporation at Oshkosh, Wis. The Happy Farmer factory, previously located at La-Crosse, will be moved to Oshkosh.

R. C. Brewsaugh has been appointed advertising manager of the tractor division of Allis-Chalmers Manufacturing Company, Milwaukee, Wis., to succeed L. C. Pounds, promoted to the position of assistant manager of the tractor division.

Phelps Power & Light, Ltd., is the name of a company recently incorporated with a Dominion charter, to manufacture and deal in electric lighting systems. The head office of the company, which has an authorized capital of $50,000, will be at Toronto.

Aubrey G. Robb, for more than twenty years superintendent and chief engineer of the Robb Engineering Works, Amherst, died from blood poisoning June 20th, following an illness of four days. The Tillsoil farm tractor was developed in the Robb plant.

The Hudson Manufacturing Company, Minneapolis, recently purchased the business of the Pull-Easy Manufacturing Company, Waukesha, Wis., manufacturers of hand and wheel garden cultivators and combination rake and garden cultivators.

To better meet the requirements of a bearing in the Fordson work shaft, the Timken Roller Bearing Co., Canton, Ohio, has developed a special double bearing. It is designed to fit exactly in the space provided for a double annular ball bearing.

The net profits, after deducting taxes, of the Allis-Chalmers Mfg. Co. for the first quarter of this year were $774,000, as compared with $776,000 for the same period last year. On March 31st unfilled orders amounted to $12,943,000, against $17,046,000 for the same day last year.

The Weaver Manufg. Co., Springfield, Ill., has decided to locate a plant at Chatham, Ont. They will produce garage presses, auto ambulances, jacks and tire changers. The officers of the company are: President, I. A. Weaver; vice-president, G. E. Weaver; secretary, C. F. Hodgson.

J. Clark & Son, Limited, of Sussex, N.B., have been appointed distributors for the Empire Cream Separator Co.'s line of separators, milkers and gasoline engine repairs for the province of New Brunswick. The Empire Company have withdrawn their own organization from the province.

The annual report of Willys-Overland, after providing for taxes, depreciation, interest and inventory adjustment, deficit amounted to $5,480,392, as compared with surplus of $1,735,268 in 1919. Deficit, after preferred and common dividends and provision for preferred stock redemption, amounted to $9,338,716, against a deficit of $2,272,833 in the preceding year.

The Monitor Stove Co., Ltd., Toronto, have leased the plant of B. Bell & Sons, at St. George, Ont., and have commenced the manufacture of the "Caloric" pipeless furnace there. The Monitor Stove Co. have build up a splendid organization in Canada, and are well pleased with their five years' business. They have found that implement men are among their best dealers.

Directors of the International Harvester Co., have voted to reduce the dividend rate on the common stock from 7 per cent to 5 per cent and to pay a stock dividend of 2 per cent. The quarterly cash dividend is payable July 15th to stockholders of record June 24th. The stock dividend is payable July 25th. Stock

MACKENZIE, THOM, BASTEDO & JACKSON

Barristers, Solicitors, etc.

REGINA, SASK.

Solicitors for:

Advance-Rumely Thresher Co., Inc.; Aultman & Taylor Machinery Co., Ltd.; Robt. Bell E. & T. Co.; J. I. Case Threshing Machine Co.; Canadian Avery Co., Ltd.; Canadian Tillsoil Farm Motors, Ltd.; Canadian Oliver Chilled Plow Works, Ltd.; DeLaval Dairy Supply Co., Ltd.; Emerson-Brantingham Implement Co.; Hart-Parr Company; International Harvester Co. of Canada, Ltd.; A. Stanley Jones Co., Ltd.; Minneapolis Steel & Machinery Co. of Canada, Ltd.; Minneapolis Threshing Machine Co.; Nichols & Shepard Company; Petrie Manufacturing Co., Ltd.; Sawyer-Massey Co., Ltd.; Stewart Sheaf Loader Co., Ltd.; Tudhope Anderson Co., Ltd.; Watrous Engine Works Co., Ltd.

BISSELL Mulcher-Packer

will

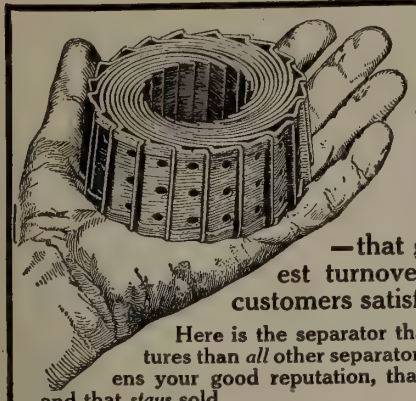
Increase Crops

enough to pay for itself the first year—a 100 per cent investment.
Has strong, heavy three-bar angle frame.
Seat comfortably mounted like a hammock.
Stiff extension springs hold the rear section down to the ground.
Roller bearings throughout, mounted in self-aligning boxes.
Built in 8, 10, 14 and 16-ft. lengths.

Pulverizes top soil.
Packs out air spaces.
Forms mulch
Hinders small weeds
Firms loose soil.
Brings moisture from subsoil
Cultivates growing crops.
Increases crop yield

An Universal Farm Tillage Tool and One of the BEST SELLERS.

Manufactured by
T. E. BISSELL COMPANY, LIMITED, ELORA, Ont.



Sell the Separator That Possesses the Strongest Talking Points

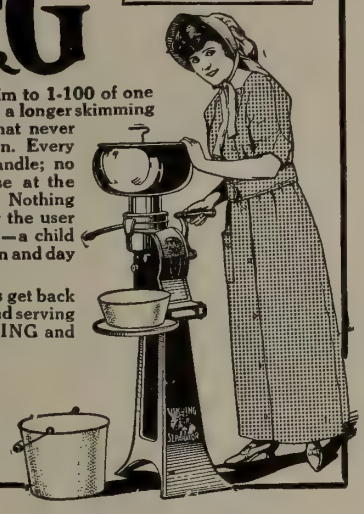
—that gives you the quickest turnover and makes your customers satisfied.

Here is the separator that has more selling features than *all* other separators combined; that heightens your good reputation, that helps you sell others and that *stays* sold.

Ask for catalog 138 and our special dealer proposition

VIKING CREAM SEPARATOR

skims to perfection, *guaranteed* to skim to 1-100 of one per cent. It has the straight disc, with a longer skimming surface than any other type; discs that never become separated, are easy to clean. Every part of the separator is easy to handle; no back-breaking drudgery; no remorse at the mere *thoughts* of cleaning every day. Nothing to get out of order, nothing to worry the user or *you* about. It performs beautifully—a child can operate it. It does its work day in and day out, year in and year out.

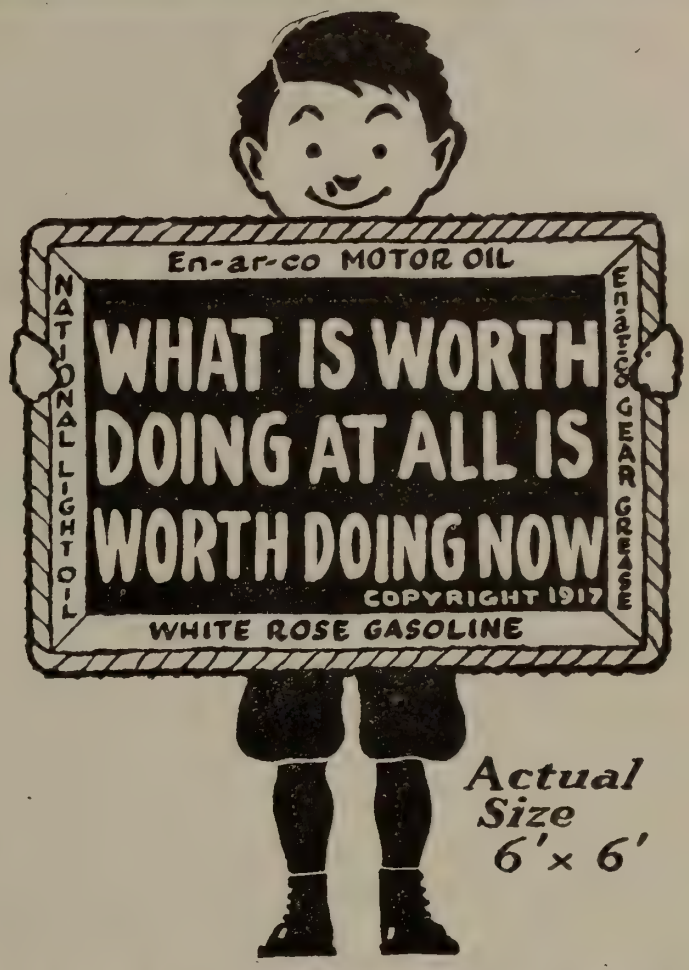


If you are a live dealer, by all means get back of our broad guage plan of selling and serving to your customers; handle this VIKING and real service.

Write now for our liberal proposition and begin at once to control the separator business in your territory.

Swedish Separator Co.

Dept. 50 William and McPhillips St.
WINNIPEG, MAN.


En-ar-co MOTOR OIL
NATIONAL LIGHT OIL
WHAT IS WORTH DOING AT ALL IS WORTH DOING NOW
COPYRIGHT 1917
WHITE ROSE GASOLINE
En-ar-co GEAR GREASE
Actual Size 6' x 6'

HIRE THIS BOY

He Will Get the Business

Put him out in front of your store. Chalk up a new epigram on his slate every other day. Let this sturdy 6 foot sign draw the attention of the crowds your way.

This famed En-ar-co Boy and Slate sign will do it. Other dealers in "gas" and oil have, after trying it out, been greatly surprised at the extra business the sign has produced.

We want you to get this sign. First, let us tell you about our plan for supplying it—along with the particulars of our system for providing the novel interesting catchy sayings for the big slate.

Use the coupon now. No obligation.

CANADIAN OIL COMPANIES Limited

Branches: Toronto, London, Montreal, Quebec, St. John, Halifax, Winnipeg, Regina, Saskatoon, Edmonton, Calgary

To CANADIAN OIL COMPANIES Limited

Nearest Branch.....

Send me the information about that En-ar-co Boy and Slate Proposition.

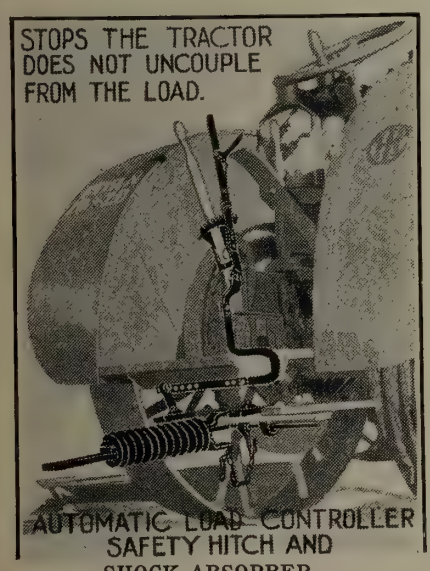
Name.....

Address .....

Town or City.....

I am in the.....Business
(Indicate kind of Business)

C. F. I. 7



A Line that Makes Money for Dealers

The Belcher Tractor Hitch

Absolutely guaranteed to prevent breakages of tractor or implement. It instantaneously disconnects the clutch. Adjustable while tractor is in motion. We show Style "A" for TITAN and similar H.P. Engines. Price,

$45.00 F.O.B. WINNIPEG

25 PER CENT DISCOUNT TO DEALERS

In case a complete hitch is not required we can supply guaranteed, highest grade

Shock Absorbing Steel Compression Springs for Tractor Use, as follows:

4,000-lb. Capacity (for 10 H.P. drawbar engines)	$ 6.00
5,000-lb. Capacity (for 12 H.P. drawbar engines)	8.00
6,000-lb. Capacity (for 15 H.P. drawbar engines)	9.00
8,000-lb. Capacity (for 17-18 H.P. drawbar engines)	11.00
10,000-lb. Capacity (for 20 H.P. and up drawbar engines)	12.50

Drawbars to fit above, $4.00 per pair. All prices are F.O.B. Winnipeg. Cash with order. Dealers, 25 per cent off list prices on both springs and hitch. Write at once to

FRED. P. BELCHER

240 Grain Exchange Winnipeg, Man.

Here is the Ring for Profit—

It gives your customers More Power at less expense.

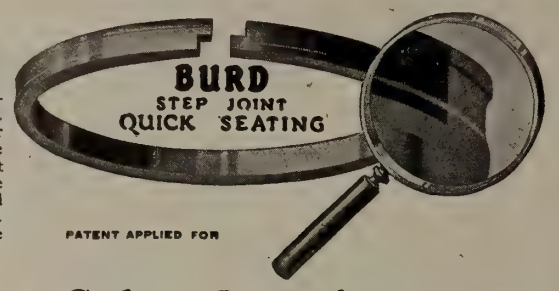
Sold in all sizes for Cars, Tractors, Motor Trucks, Stationary Engines, Motor Cycles, Pumps, etc.

Get Lists and Dealers' Discounts

Farmers are overhauling their autos, tractors and engines. They want the real power economy you can supply by selling them the Burd Ring. Our rings save gas and oil and prevent carbon. We carry the largest stock of standard and over-size rings in Western Canada. The most efficient ring manufactured—and the best seller.

Sell Burd Quick-Seating Rings

Note the two-thousandth-inch groove on face. Especially adapted for worn cylinders. The best one-piece ring, it gives quick and sure results. To display Burd Rings is to sell them. Every set carries a nice profit for the dealer.



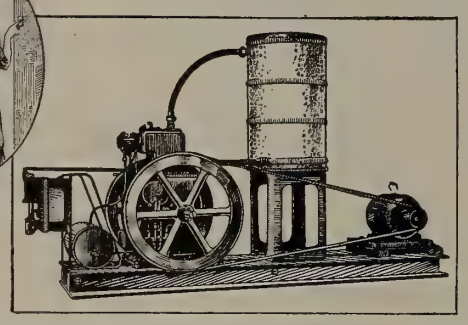
Burd Ring Sales Co. of Canada

322 McINTYRE BLOCK WINNIPEG

Distributors for Manitoba, Saskatchewan, Alberta and British Columbia

When writing advertisers mention "Canadian Farm Implements"

Get Ready for Fall Trade!



HANDLE

Lister-Bruston

AUTOMATIC ELECTRIC LIGHTING PLANTS

We manufacture 14 sizes of electric lighting plants. Capacities from 14 to 1,500 lights. There is a type for every demand—farms, town houses, churches, schools, halls, etc. Either belt-driven or direct-connected. Driven by the famous single, twin and four-cylinder Lister slow-speed engine. Simple, economical and efficient. We can supply a lighting plant for any requirement. Let us know what your customer needs.

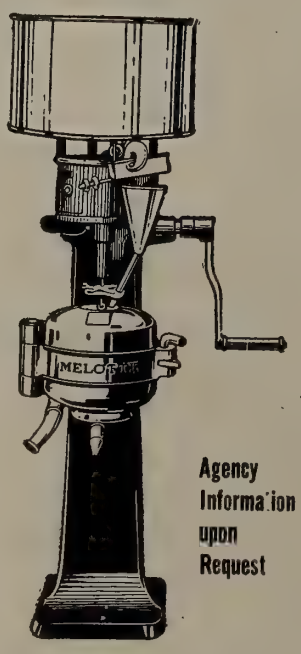
Melotte Cream Separators

12 SIZES: CAPACITIES from 280 to 1,300 Pounds

After 30 years' continuous service the Melotte still leads. Over a million in use. Self-balancing, frictionless bowl. Unequalled for quality construction and close skimming. Good business and good profits go with this line.

MEET US AT THE EXHIBITIONS
The Lister line will be displayed at the Fairs at Calgary, Edmonton, Saskatoon, Brandon and Regina.

THE LISTER LINE INCLUDES:
"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister-Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Power Pumping Outfits, etc.



Agency Information upon Request

R. A. LISTER & CO. (Canada) Ltd.

WINNIPEG TORONTO

outstanding to-day totals 92 million dollars.

The International Cultivator Corporation has been incorporated under the laws of Delaware with a capital stock of $2,500,000, of which $500,000 is 8 per cent cumulative preferred, and $2,000,000 common. The corporation proposes to manufacture an air-cooled motor known as the "S.M.R." motor. It also plans to build a self-contained farm tractor to be known as the "Intervator."

Dealers' Federation Meets

The annual convention of the U.S. National Federation of Implement and Vehicle Dealers' Associations will be held in Chicago Oct. 5, 6 and 7. The location and dates were chosen by the executive committee which met in Chicago June 6. The Federation comprises delegates from all implement dealers' associations in United States territory.

Announce Deferred Payment Plan on Tractors

The Allis-Chalmers Mfg. Co., Milwaukee, Wis., announces a plan of deferred payments on their line of tractors which should be of interest to both dealers and farmers. The plan provides for approximately one-third cash and settlement of the remainder by the dealer's note running six months. The dealer then may extend credit to the farmer, taking two notes both to mature within ten months. If the dealer turns the buyer's notes over to the company his own note is automatically cancelled, and a commission certificate is issued payable when the buyer's notes have been liquidated.

Farmers Require Implements

Analysing farmers purchases of machines during the entire period of advancing prices, Farm Implement News says that these were well below the average and that farmers as a whole stand in need of a great deal of equipment to carry on their operations. This would indicate, says our contemporary, that an enormous sale of farm implements is bound to come when the process of adjustment has restored the normal relation between farm crops and manufactured products.

A report of the U.S. census bureau, comparing sales in 1914 with 1919, while it shows an increase of more than 85 per cent in the sales volume, it also shows a big reduction in the number of machines produced. The only exception in the machines mentioned by name in the census summary is threshers, the increase in which, as we all know, was due to the enlarged demand for small or individual threshing machines.

Reduction in Wagon Production

Figures from the Dept. of Commerce at Washington show that the manufacture of carriages, wagons and parts has decreased by 50 per cent since 1914 so far as the United States factories are concerned. Returns were received in 1919 from only 2,666 establishments as compared with 5,286 in 1914. The number of vehicles manufactured in 1919 was 695,200, valued at $66,083,000, as compared with 1,177,400, valued at $72,284,000, in 1914. The total value of products for the industry in 1919 was $129,603,000, of which $63,519,000 represented other products than complete vehicles, such as bodies, spokes, wheels, etc.

Wallace Will Address Implement Men

Secretary of Agriculture Henry C. Wallace will be one of the speakers to address the twenty-eighth annual convention of the U.S. National Implement & Vehicle Association, to be held in Chicago, at the Congress Hotel, Oct. 12 to 14, 1921. He was formerly editor of a farm journal. Other leaders of commerce and industry have been invited to appear on the program and their acceptances are eagerly awaited.

Rustad Handles Hitch

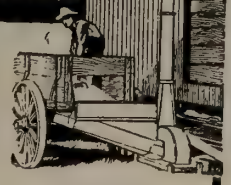
Henry Rustad, farm machinery distributor, Winnipeg, anticipates good demand this fall for his line of portable grain elevators. Mr. Rustad recently secured the exclusive rights for Canada of the Woodham Harvester Hitch, as produced in U. S. territory by the Gill-Woodham Mfg. Co., Fargo, N. D.

Report Good Silo Business

D. C. Thom, Western Manager, Ontario Wind Engine and Pump Company, Regina, together with C. W. Cooper, Winnipeg Manager, recently returned from a Sales Managers' Convention at the head office in Toronto. The silo department of Ontario Wind Engine and Pump Company, Regina, report a splendid inquiry and a big volume of sales in silos for this year. They estimate that there will be sold in the three provinces not less than 1,000 silos during the season.

Bigger Farm Profits

Here are two labor savers every farmer needs, not only because of their convenience but because they *save* money and *make* money. Power farming pays the big profits. The Liberty Grain Blower and the Link Tractor Tender make these profits bigger. Let these two inexpensive machines *reduce* your work and *increase* your earnings.



Move, clean and grade your grain *in one operation*—fill largest bins and cars without inside scooping — save time, labor, sacks and money and get TOP PRICES for your crop by handling it with the

Liberty Grain Blower

No buckets, chains or gears—nothing to break or wear out. Only ONE moving part—a small steel fan. Elevates 30 feet or more—300 to 800 bu. an hour—blows out filth, grades grain and saves screenings. 6 H. P. runs it. ONE MAN can move it. Costs only HALF as much as old-style elevators. Thousands in use—every one a success. Get yours NOW.

Link Tractor Tender

Keeps fuel, oil and water in the field and the tractor on the job. Hitch it behind tractor and take it anywhere. Carries 2 drums or barrels on main axis and 2 smaller containers on tongue rack. Does away with waiting, worry and waste. Sold completely equipped or you can use your own barrels.

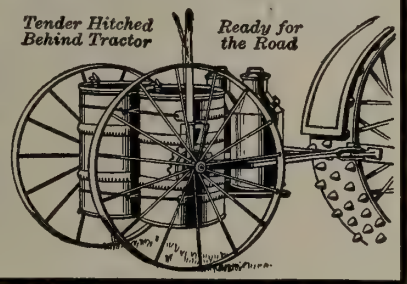
Automatic Tilt

All Makes of Steel Barrels Fit It.

NOT A DROP WASTED.

Tilting lever, with ratchet, enables you to bring drums to any angle **with one hand** and lock them there. No struggling, lifting, splashing or spilling. You get ALL the oil or fuel. A great money saver. Makes tractor work easy and rapid.

Tender Hitched Behind Tractor *Ready for the Road*



FREE Books and circulars describing these two profit makers. Just send your name—a post card will do. Write **Today.**

LINK MANUFACTURING CO.,

Dept. 708 PORTAGE LA PRAIRIE, MANITOBA.

DEALERS: Your customers want these two machines. Write us NOW.

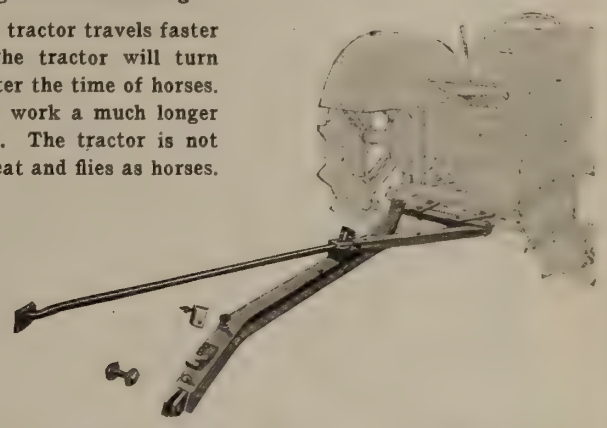
See the Link Lines on Exhibition at the Principal Western Fairs.

Subscribe for "Canadian Farm Implements."

Greater Tractor Usefulness

There is no work on the farm for which the tractor can be used with greater advantage than harvesting.

BECAUSE—The tractor travels faster than horses. The tractor will turn a corner in quarter the time of horses. The tractor will work a much longer day than horses. The tractor is not bothered with heat and flies as horses.



THE CASWELL AUTOMATIC BINDER HITCH cuts a square corner—is simple, sturdy, flexible, efficient and warranted to do the work.

CASWELL TRACTOR CONTROL, by which the tractor is driven from the seat of the binder—is simple, positive and dependable.

CASWELL SHIFTING PLOW HITCH, by which the driver can turn a uniform furrow at all times in rolling and hilly fields—is sturdy, simple and efficient.

For Information write:

D. ACKLAND & SON LIMITED

WINNIPEG . . . CALGARY

CASWELL MANUFACTURING COMPANY

CHEROKEE, IOWA

The EDWARDS Motor

Convertible Power 1½ to 6 Horse-Power

Operates economically on any Load under its Highest Rating

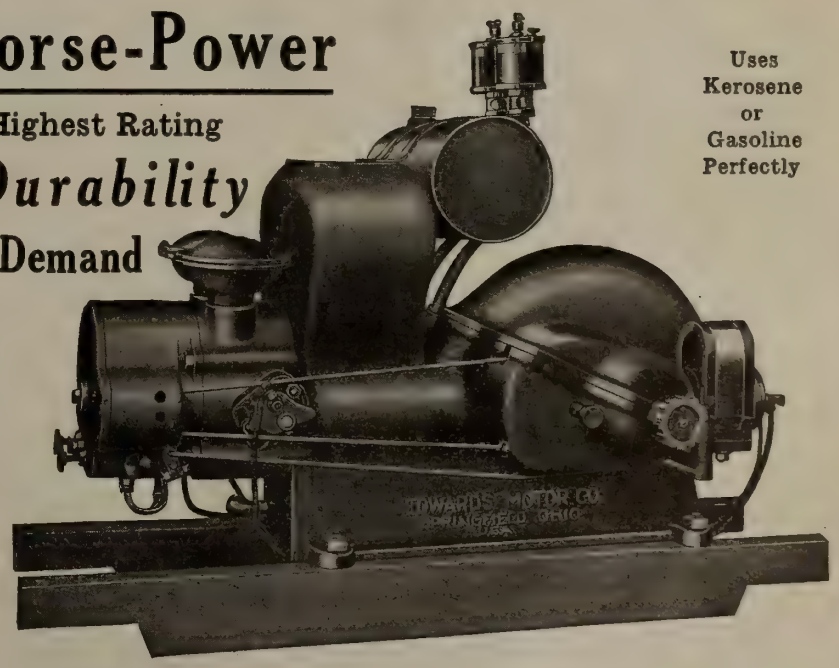
Utility, Simplicity, Quality, Durability

With ONE ENGINE You Meet every Farm Demand

Uses Kerosene or Gasoline Perfectly

The Edwards Kerosene Motor puts you right in line to secure the bulk of the engine business in your territory. The farmer choses EDWARDS because he has a wide range of power for all farm chores, and economical operation for every job. He buys several engines in one. Note these features:

- Two-cylinder, horizontal, twin, four-cycle, 3-inch bore, 5-inch stroke.
- Working parts enclosed, including crank case parts, fly-wheel, gears, cams, governor, valve mechanism, etc.
- All parts easy of access by removing crank case cover.
- Valves-in-head mechanically operated. Throttling governor.
- Independent direct fuel intake to each cylinder, permitting running one or both cylinders.
- Starts easily on gasoline by priming only —no warming up process necessary.
- Make-and-break ignition of extraordinary simplicity.
- One fly-wheel in middle of crank shaft, with the cranks set 180 degrees apart.
- Burns kerosene or gasoline.



Get the Agency---And You Get the Business

See the Edwards Kerosene Motor on Display at the Leading Western Canadian Fairs

Manufactured by the EDWARDS MOTOR COMPANY, Springfield, Ohio, U.S.A.

For Complete Information, Literature and Attractive Agency Offer, write our Winnipeg Distributor

Sales Representative for Western Canada

HENRY RUSTAD

416 Corydon Ave., WINNIPEG, Man.

Fall Possibilities

This fall may see a condition where the farmer will perforce have to neglect the implement man, especially in cases where the banker holds a past due note or mortgage against the grain. This situation may lead to longer terms in goods sold, a condition which has improved considerably in past years, and the anxiety of companies to place goods may have some effect in this connection. Yet, with prospects at date of a wheat crop of well over three hundred million bushels, in many districts farmers should be well able to finance the purchase of new implements.

This year the farmer has not bought what he did not need. In many cases he will go into the field with a broken down or worn out implement, hoping it will see the season through. When it breaks down he will have to order and will want the goods quickly. With this condition, which was especially noticeable in the United States this year, implement firms may expect all lines to run into longer seasons than usual. It may prove true of hay tools and will also apply to binder business. Farmers can afford to wait a few days for a disk, or a seeder repair in the spring, or a cultivator repair, but when it comes to cutting the wheat crop, however, the argument may be made that when the binder breaks down, if it is not otherwise in pretty good shape the farmer will buy a new one quickly to save his wheat crop rather than to delay a few days, or perhaps a week, for a repair part. When the wheat is ripe, it is a matter of time when time means a lot of money.

The Motor Cultivator

While the motor cultivator may be of greater value in a corn country than in grain areas, even in the latter it can be adapted for a great variety of field work. Although motor cultivators as yet are priced somewhat higher than quantity production will eventually make them, the argument of economy is the most potent the dealer can advance. Because of the light work which the cultivator is called upon to perform, its depreciation should be commensurate with that of horses. Ten per cent a year is conservative. The motor cultivator does not involve a greater investment than horse equipment.

Not a single case has been recorded of a farmer abandoning the motor cultivator and returning to horses. Many motor cultivator owners have recently compiled comparative tables of horse and motor cultivator costs. Their compilations show motor cultivator costs ranging from 40 to 60 cents an acre, based on investment, depreciation, repairs, fuel, oil, etc. None of the per-acre costs under horse methods is less than 70 cents, while many reach slightly more than a dollar.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG. WINNIPEG, CANADA

SUBSCRIPTIONS

$1.00 per year in Canada: Foreign $1.25 per year Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, JULY, 1921.

Correct Lubrication Essential

Engineers agree that over 50 per cent of all repairs on tractors are caused by incorrect lubrication. The average farmer does not realize this fact. He is apt to buy cheap oils of inferior quality, and consequent operating troubles are blamed on the tractor itself—and on the dealer who sold it. The dealer owes it to the future of his business to thoroughly educate the farmer to whom he has sold a tractor on what correct lubrication will do for him in operating the machine.

The average tractor works 54 days in the year. During that time breakdowns are serious—serious to the farmer, because time losses and repair expense mean a big difference in the year's earnings; serious to you because a tractor owner who loses money on his investment is a very poor recommendation.

Forty-eight per cent of the tractor owners reached by a government survey in the United States reported no breakdowns during the working season. Fifty-two per cent of the owners questioned lost an average of 6¼ days because tractors broke down.

Profits from Service

In many cases dealers have regarded tractor service as a drain on their profits—a means whereby margin in tractor sales was absorbed. This conception is wrong, and service can be made profitable. The least that might be done with service is to make it merely self-supporting. Every bit of labor performed by a dealer's service department can be made reasonably profitable; every replacement can bear its own profit.

Tractor service can be merchandized, just as tractors can be sold. Forty-six thousand service stations in the United States are selling passenger car and truck service at a profit. Twelve thousand of these sell nothing but service. A relative condition is also evident in Canada service stations. Who says service can't be made profitable? What is possible with automobiles and trucks is becoming more possible every day in the tractor field.

We can't have everything we wish, but we can make the most of what we have.

Local Advertising Pays

In talking to a dealer the other day on the subject of local advertising, he said to the writer: "I don't think much of this idea of advertising in the local paper. I've been in this town for twenty-five years. Everybody knows me. Why should I need to tell them what I sell?"

This idea is erroneous. At the commencement of the war a firm whose soap was known wherever soap was used, thought it would be sound economy to discontinue advertising. They did. In six months their volume of sales dropped over fifty per cent. It took them four years and much expenditure to regain their trade.

It is true that the established dealer is known to the farmers in the community. So is his competitor. Ask any farmer to give you the names of the lines you handle—the equipment in addition to full line goods, and see if he can tell you. Does he know you handle feed grinders for example. If so, why does he ask you if you handle them—for possibly you have no sample on the floor.

By local advertising you keep your seasonable lines before your customers at the time they are on the market for such goods should they need them. In fact, your advertisement may often promote the interest and enquiry that develops into a sale. By your local advertisement you can sound out your trade, suggest needs in the way of equipment and repairs, etc. Why not ask the farmers in your advertisement to let you send them literature on various lines, circulars, prices, etc. Ask them to phone in a request to have such matter mailed them. Use your prospect list for this purpose and utilize the manufacturer's literature you receive. Because a man has been selling implements in a town since it was a flag station is no reason why he should let the community remain unaware that he carries certain lines. Local advertising, like national advertising, is a sound investment that pays a good dividend when consistently practiced.

Implement Sheds a Good Investment

Tractor and implement sheds will pay 20 to 40 per cent on original investments in saving on the machine. These figures are based on careful estimates prepared by the U.S. Department of Agriculture, state experiment stations and prominent farm machine manufacturers.

Business Changes—Personal Items

J. H. Adams has opened a garage at Bagot.

R. W. Johnston has commenced a garage at Namaka.

J. L. McNair is operating a garage at Sandy Lake.

The St. Marys Road Garage has opened at St. Vital.

J. C. Miller has opened a vulcanizing shop at Dysart.

A. E. Scott has closed his harness store at Domremy.

Edmond Desjardins has joined the motor trade at Delmas.

E. F Gardner is owner of a new auto concern at Quill Lake.

C. E. Moody is carrying on an auto business at Amaranth.

Berry's garage, at Coleman, suffered a fire loss recently.

R. E. Smyth is reported as commencing a garage at Speeres.

J. C. Miller has started a vulcanizing business at Dysart.

John Bradford has opened an implement shop at Mellonville.

W. J. Craven has entered the farm machinery trade at Souris.

C. Fleck has discontinued his automobile business at Yorkton.

Finch Bros., dealers at Portage la Prairie, have sold to R. Senecal.

The Crescent Heights Garage, of Calgary, has gone out of business.

Chas. Fleck has discontinued his automobile business at Yorkton.

Ralph & Abraham have closed their automobile business at Regina.

The Riverside Iron Works, Calgary, was incorporated recently.

Geo. Neilson has opened a farm machinery business at Canwood.

Ernest Wilson has opened a garage and repair shop at Elmwood.

Brown & Co., garage owners at Cupar, are succeeded by Brown & Ursel.

J. B. Berry's garage, at Regina, has been bought by Bushfield & Rogers.

W. Selnes is carrying on a tire repair and accessory business at Melfort.

A. Johnson has opened an auto and tractor repair station at Cypress River.

We regret to note the death of A. E. Ottley, a harness dealer at Swan Lake.

D. Schreiner of Rush Lake has opened a garage and accessory business.

Olson Bros. have commenced in a tractor and car repair concern at Stockholm.

The town of Fiske has a new implement dealer in the person of Geo C. Taylor.

The Yorkton Battery Works, Yorkton, have admitted a partner in the business.

Thos. C. Purse is handling a line of implements and automobiles at Manor.

Hunter & Scott have discontinued their auto accessory business at Regina.

H. R. M. Pozer is reported to have sold his implement business at Vegreville.

MacDonald & Shaw, carriage makers at Saskatoon, have dissolved partnership.

Frank D. Kroeker, of Langham, has disposed of his implement business in this district.

B. Methuselemson, an automobile dealer at Ashern, has sold out to W. P. Denhan.

P. M. McKinnon, auto dealer at Lethbridge, has discontinued business in that centre.

Prescott & Brabant are running an automobile business at 31 Dumoulin St., St. Boniface.

The implement business of E. P. Aldous, of Lemberg, is now carried on by H. Roberts.

E. M. McLumpra suffered fire loss recently in his garage and repair business at Lampman.

A new firm has started up at Southey under the trade name of United Sheet Metal Works.

The farm machinery firm of Imerson & Dalton, at Oyen, reports a change in partnership.

McLean & Taylor are reported to have sold their auto business at Smiley to Nelson & Hangen.

B. Gray, of Clanwilliam, has sold his automobile tractor and repair business to W. H. Aldrett.

The Brada General Store, of Brada, are now carrying a line of farm implements for their district.

A report from Gladstone states that Williams & Galloway have opened an auto business and garage in that town.

H. C. Parker, of Moose Jaw, is catering to the automobile owners of that town through the North Hill Garage.

The Gregory Tire & Rubber Co., of Edmonton, are a new firm in that city dealing in the wholesale tire business.

Dorward Bros., garage owners at Miniota, have added implements to their business in that centre.

C. M. Dumford has commenced a garage business at Instow, and H. L. Phillips has joined the automobile trade at Keeler.

Jas. D. Thompson, dealer in batteries at Lethbridge, is succeeded by Thompson & Henderson.

C. Keen & A. W. Vogelaar, owners of the Bulyea Garage, Bulyea, have dissolved partnership.

Wright, Son & Trelee, dealers at Dubuc, have added a large repair stock-room to their premises.

The Twin City Separator Co. will show their complete line at the fairs at Prince Albert, Brandon and Regina.

W. G. Smewing, blacksmith at Craven, has opened an automobile and tractor repair shop in connection with his forge.

C. Petrie & A. W. Hyde, automobile dealers at Kelliher, have dissolved partnership. Mr. Petrie continues the business.

A. H. Gibbs & Son, Pilot Mound, have moved their tractor, implement and car business into new and more commodious premises.

Mr. Kane, manager of the Aultman & Taylor Machinery Co., Portage la Prairie, is busy in the meantime preparing for fall business.

F. N. McDonald, implement distributor, Winnipeg, states that very satisfactory orders are being received for their line of E-Z-Way gate fasteners.

R. Bell, general manager of the Robert Bell Engine & Thresher Co., Seaforth, Ont., recently spent a week at the Winnipeg office of the company.

C. E. McTavish, sales manager of the Samson Tractor Co. of Canada, Oshawa, spent a few days at the Janesville, Wis., factory early last month.

C. W. Snider, general manager of the Waterloo Manfg. Co., Waterloo, Ont., spent a few days at the Western head office at Portage la Prairie during the latter part of June.

Arthur M. White, of Geo. White & Sons Co. Ltd., London, Ont., has been elected vice-chairman of the Ontario Division of the Canadian Manufacturers Association.

F. J. Gernandt, of the International Harvester Co. of Canada, Hamilton, has been appointed chairman of the Hamilton branch of the Canadian Manufacturers' Association.

A. Matheson, sales manager of D. Ackland & Son, Winnipeg, states that their salesmen are finding a good demand for the Caswell binder hitch throughout Western territory.

B. B. Goodwin, implement dealer and blacksmith at Brookdale, has sold out his garage to R. T. Chisolm. He still operates his machine shop and does auto and tractor repairing.

J. W. Ackland, president and general manager of D. Ackland & Son Ltd., Winnipeg, was recently elected vice-chairman of the Prairie Division of the Canadian Manufacturers' Association.

F. P. Belcher, 240 Grain Exchange, Winnipeg, reports that he has received full Canadian patents on the Belcher tractor safety-hitch—a hitch that automatically stops the tractor by actuating the clutch.

P. J. Grout, manager of the Twin City Separator Co., Winnipeg, announces that they have commenced production on their new line of hose retrievers. Mr. Grout reports a good demand for their new No. 6 Bull Dog grain cleaner.

The majority of the managers of plow and tractor concerns in Winnipeg attended the tractor plowing day at the Manitoba Provincial Plowing Match, held at Portage la Prairie.

A. Prugh, manager of the Gray Tractor Co. of Canada, Winnipeg, reports business as improving. The Gray tractor has been much in evidence at plowing matches throughout Manitoba, and seems to be very popular in its class.

W. Umbach, western manager of the Waterloo Manufacturing Co., Portage la Prairie, reports business very satisfactory. They are in good shape to take care of the fall demand for Waterloo Champion separators and Eagle and Heider tractors.

Clayton Lowry, of J. F. Walker Ltd., Portage la Prairie, spent a day or two in Winnipeg recently. He reports their implement and automobile business very good, and the firm anticipate a record trade this fall. Conditions in Portage district were never better. Mr. Lowry believes that this year both sales and collections should be better than in 1920—which was the best year in the history of his firm.

The Wallis tractor extension control is a new device produced by the J. I. Case Plow Works Co., which makes possible a reduction in the number of men ordinarily required during harvest. The driver has complete control of both units. Steering is accomplished by means of an extension shaft, at the tractor end of which there is a universal joint which is attached directly to the tractor wheel.

Increasing Farm Wagon Trade

There is no factor in farm equipment but stands idle for from eight to eleven months in the year with the exception of the farm wagon. A farm wagon, however, is not a farm truck, and should not be expected to do truck work. For light work a truck is sufficient but there is a limit to its endurance. Every farmer needs a wagon. He can't operate economically without one. The dealer who is building for to-morrow as well as to-day will make an effort to sell quality wagons at a smaller margin of profit, and reap his reward in the continued patronage and goodwill of his clientele.

If the farmer already has a wagon and needs only a vehicle for supplemental work, the dealer should, by all means, sell him a truck. But the truck, for farm use has its limitations. In the future we hope to see a distinct standardization of wagons, which in the end will help manufacturers to reduce production costs, and act as a distinct boon to the man who has to sell wagons.

Quality of Construction

The first consideration in judging the quality of a wagon is the wheels. On the wheels comes the greatest strain. A wagon, the wheels of which are poorly constructed, is a poor wagon,, no matter how strong may be its other parts. Next to the wheels the dealer must consider the axles and skeins, as on these comes the next largest amount of wear and tear. The third consideration should be the gears. A poor wagon can have strong axles, skeins and gears with poor wheels, or it can have strong wheels and strong gears with inferior skeins and axles. A wagon can have mediocre gears and still be a fairly good wagon, if its other parts are of high-grade materials and construction.

To conduct a good wagon business, the dealer should never overstock,, As a result of overstocking in the past, many dealers carried stocks which required two or three years for turning. This is an extreme to be cautiously avoided. But the dealer should not go to the other extreme and order his wagon stock by local shipment.

On wagon shipments the difference between local shipments and the carload rate is one the dealer always considers. It takes twenty wagons to make a minimum carload. Twenty wagons is not a great number to sell for a dealer who gets the proper perspective of the farm wagon field. He needs only to set up samples of three sizes and carry the others knocked down in his warehouse

If a dealer feels that he isn't getting the wagon business he should, it will pay him to take a survey of the conditions surrounding the business to define the seat of trouble if possible. It may be that he is pushing the farm truck business too hard. Or it may be for some other reason. In any event he shouldn't sour on the wagon business until every one of his customers has at least one good wagon, a time which never happens in any community.

More attention should be paid to the wagon business. Wagons know no particular season, although most sales are probably made about wheat harvest time.

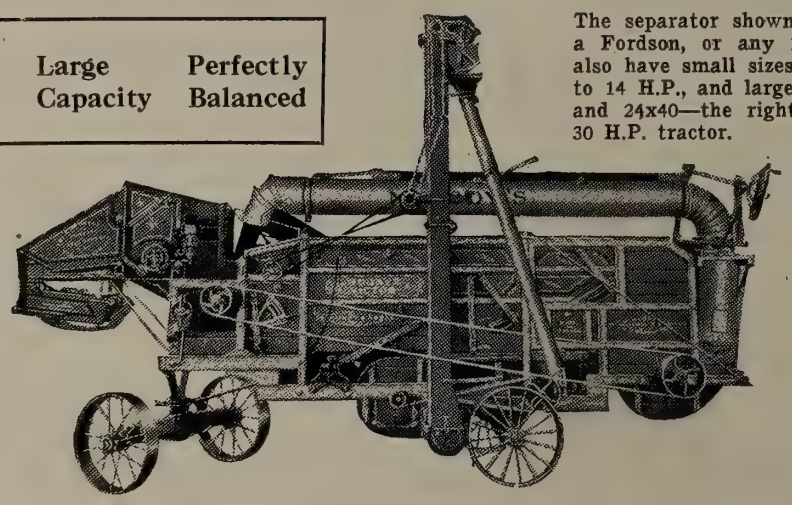
The New Victor 22 x 36 Thresher

Does More Work—Better Work—In Less Time

The New Victor 22 x 36, equipped with Langdon Feeder, Hart Automatic Weigher and adjustable sieves. Man behind the gun. The most improved separator sold on the American continent. If you want a smaller and cheaper separator ask for circulars regarding the Moody Champion : : :

Superior Construction	Large Capacity	Perfectly Balanced

The separator shown can be driven by a Fordson, or any 10-20 tractor. We also have small sizes requiring from 10 to 14 H.P., and larger separators, 22x36 and 24x40—the right size for a 20 to 30 H.P. tractor.



Guaranteed Grain Savers

Light Running Sell as Easily as they Run

Make Profits and Friends Simultaneously

It's worth while to know that the threshers you sell give entire satisfaction. And it's fine business also. A Moody Thresher, makes a farmer tell his neighbor about the quick, nice way he threshed out his crop. Satisfied customers are a big asset. There are tractor owners all around you who will want small threshers. Are you prepared to supply the demand? Think! Don't delay, but write us NOW. They have in-built strength in every part. Save in capacity, equal to the highest priced separators sold. Built and braced to stand the pull of the tractor and the load of the heaviest crop. All weed seeds are bagged separately—an exclusive Moody feature. Cylinder, beater, straw deck, shoe, elevator and wind stacker—every part in construction designed for long service. Turn your prospects into sales by showing them Moody quality. And every tractor owner is a prospect. Every Moody Thresher sold is a silent salesman, and adds to your prestige and profits. We guarantee prompt delivery. Don't decide on a thresher until you investigate the Moody.

DEALERS: Write the Nearest Distributor for Full Particulars

FRANCOEUR BROS. - Camrose and Edmonton
NEW HOME MACHINERY CO. LTD. - Saskatoon
BOYD & RUGGLES - - - - Regina
MITCHELL'S HARDWARE LTD. - - Brandon

See Victor and Moody Threshers at Edmonton, Saskatoon, Brandon and Regina Fairs

Allis-Chalmers 12-20

A 12-20 h.p. tractor has been added to the line of tractors manufactured by the Allis-Chalmers Mfg. Co., Milwaukee, Wis. This tractor differs from the 18-30 Allis Chalmers tractor in one respect and that is it is a smaller machine. Every feature of the 18-30 design has been copied in the 12-20 tractor.

Brief specifications of the Allis-Chalmers 12-20 h.p. tractor: Motor: Four cylinder, valve-in-head, cast en bloc, vertical. Bore 4⅛ inches; stroke 5¼ inches; rated speed, 1,100 r.p.m. Speed 2½ and 3¼ m.p.h. Weight 4,400 lbs. The retail price is $1,495 f.o.b. Milwaukee.

Low Priced Twine

We note in the daily papers that the R. Cooper Twine Co., Minneapolis, are offering a line of standard 500 feet binder twine to the consumer at a price of $6.07 per 50 lb. bale, f.o.b. Winnipeg. No details are given as to the make of the twine, or its trade brand.

British Tractor for Canada

A trust company in New York recently issued a statement that a large tractor manufacturer in Britain planned an extensive sales campaign in Canada and that a branch factory would be established in Montreal. It was also stated that British factories producing harvesting machines are meeting strong competition from German manufacturers, the former being unable to reduce prices materially on account of heavy stocks of high-priced goods

Canada's Automobile Industry

Statistics compiled on the automobile industry in Canada show that there are 10 companies manufacturing cars in Canada; 351,000 cars manufactured since 1916; annual necessary replacement, 80,000; value of 1920 production of passenger cars, $84,500,000; dealers in Canada, 1920, 5,500; persons employed in automobile and allied industries, 80,000

Stewart Motor Trucks

A line of motor trucks, consisting of seven models ranging in size from a ¾-ton wagon to a 3½-ton freighter, is offered to the trade by the Stewart Motor Corp., Buffalo, N.Y. This company confines its manufacturing efforts entirely to motor trucks and has a well-established business.

Harrow Efficiency to be Tested

During a recent meeting of the American Society of Agricultural Engineers, the relative merits of cut away and solid disc blades for disc harrows was considered. A request was made that the society conduct a series of tests to demonstrate the value of each type of disc from the standpoint of cultivating efficiency. The reply of the A.S.A.E. is expected in the near future and should that organization decide to carry on such trials, the results will be looked forward to with a considerable interest.

Making Tiger Drills

The Vim Tractor Company, Schleisingerville, Wis., in addition to its tractor business has arranged to manufacture Tiger broadcast seeders and Tiger single-disc drills of the sizes most in demand. Western Canadian dealers can obtain repairs for Tiger drills from this company. There are many drills of this make in use throughout the territory, being imported by American settlers.

A lot of alleged merchants don't believe in advertising because they never really tried it.

TUBE FREE

—with every Economy tire purchased—each tire Guaranteed 3,500 Miles. Economy Tires, reconstructed with three plys of additional fabric wear like new, giving assurance of 3,500 miles or more. Adjustment claims are on an average of twenty miles per day travel. Prices, including tube free:

Size	Tires	Size	Tires	Size	Tires	Size	Tires
30x3½	$10.70	33x4	$13.70	33x4½	15.30	36x4½	15.45
32x3½	11.30	34x4	14.10	34x4½	$15.90	33x5	$18.80
31x4	13.00	32x4½	14.90	35x4½	16.10	35x5	19.05
32x4	13.40					37x5	20 25

Send $3.00 deposit on each tire—balance C.O.D. Subject to examination of goods. Full amount must be sent with order if in the following Provinces: Nova Scotia, New Brunswick, Prince Edward Island, Saskatchewan, Alberta, and British Columbia. State whether straight-side or clincher. 10% discount allowed if full amount accompanies order. Be sure to give nearest express office. Reliner free with every tire.

ECONOMY TIRE CO. Dept. F 84 11-13 Jarvis St., TORONTO

We have Made the Price so that You can Make the Sales. Get busy on the

LINCOLN No. 2

24x46-in. SEPARATOR

Every Tractor Owner a Prospect

Dealers are offered a price that cannot be equalled in Western Canada — a Thresher that will add prestige to their business

Equipped with Self-Feeder and Plain Bagger

Now is the time to Act. Full details and price by return mail. Apply for Territory at once.

Conditions point to a shortage of Threshers this year. Look ahead—line up your local demand. Get a Lincoln 24 x 46. Show farmers its fine constructional features. Quote our price—and you get the business. The Lincoln 24x46 is strongly built, easy running and has remarkable capacity. Just the size for owners of 10-20 or 12-24 tractors. Gives perfect separation—getting every kernel. It cleans the grain ready for market. Our 1921 price assures you big sales, and the farmer gets real thresher value and a machine that will handle the heaviest crop quickly and economically.

We also have smaller size individual separators in a range of sizes—operated by 8 H.P. up. Write for information.

Help the Farmer Harvest Economically

CUSHMAN BINDER ENGINES

Save a Team and Save the Crop. Real economy for the farmer—and an engine he can use for every farm purpose

4 H.P. Cushman Engine on Binder. The One and Only Successful Binder Engine.

4 H.P. Cushman Binder Engine is the necessity, in either a wet harvest or where an abnormal stand prevails, for in each case it is the only assured way of getting off the crop. The engine operates the binder. The horses draw the load. Engine weighs 167 pounds.

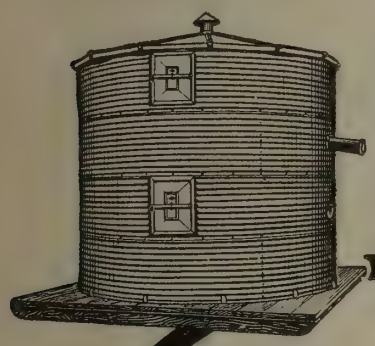
We still distribute the HANSMAN BINDER HITCH. Turns a square corner. Adaptable to any binder. Ask for prices.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. C.F., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

You Get the Granary Business—and Hold it—when you sell your customers the "EASTLAKE"



DEALERS—This year the farmer will want every cent procurable from his grain. He will need proper storage facilities to prevent deterioration and loss. Farmers endorse our Granary because they KNOW it saves time and labor, affords absolute protection from fire, weather and vermin. It will pay you handsomely to handle the

"EASTLAKE" Portable Corrugated Steel Granary

A line that assures dealers the Granary trade in their territory. BUT —we advise you to line up your Granary prospects AT ONCE, and place orders at the earliest possible date.

ASK FOR LITERATURE AND AGENCY OFFER

Note the constructional features and strong selling points of the "Eastlake," given below.

Filled from any side.
Two Unloading Chutes with padlocked cut-offs.
Two Pressed Steel Doors.
Machine-made throughout.
Interchangeable and removable side and roof sections.
No cast iron used anywhere.

STRONG—RIGID—DURABLE—SIMPLE—EASILY ERECTED

Not expensive. Write for our complete illustrated circular.

The Metallic Roofing Co., Limited

797 Notre Dame Ave. Manufacturers WINNIPEG

We make all kinds of Sheet Metal Building Materials

LISTEN—Write to-day for our Special Agency Offer on Granaries. It is a Real Money-Maker for Aggressive Dealers. Get in on this.

Flocks of Tractors Are Used On This 12,000-Acre Ranch

"Hello, is this the Case Branch at Los Angeles? This is the Forkner Fig Gardens speaking. Send us out a dozen and a half of those 15-27 tractors, please."

Just imagine such a conversation taking place over the wires before the sale of the tractors shown in the picture, took place.. They tell us that they do big things in a big way out in California, and that they do something else besides making "movies."

A. J. Olson, the Case T. M. Company's Los Angeles Branch Manager, tells us that this picture of a "battery front" of 18 Case 15-27 tractors was taken on the 12,000 acre ranch owned by the Forkner Fig Company. He adds:

"In placing this tract on the market the company sold the acreages and then agreed to take care of same for five years, which was a big thing, because people who were working elsewhere, could buy these tracts and have an orchard coming out, which, at the end of five years, would start to bear. Fig trees take some little time to grow before they produce profits. When full grown, they give very satisfactory returns, and continue to live to a ripe old age.

"The tractors used on this ranch are operated to the limit, and prove very profitable because there is so much work to do, the tractors not being confined to one small farm as is the case of an individual farmer. These tractors during the year work from 100 to 150 days at least.

Thirteen of the 15-27's in the picture were purchased because of the performance of Case tractors during two years service on this big tract."

Getting the Job Done Quickly on a Fruit Ranch in California

Going After Business

Hustle is a good tonic for poor sales. During the recent depression an autombile concern in New York, handling a medium priced car decided to make a house-to-house canvass of the entire city. The job was done thoroughly, and as a result the company reported the best monthly volume of sales in their entire history. And at that time other concerns had lain down and claimed that automobiles could not be sold. This aggressive policy can be well applied to the dairy equipment trade.

There is nothing new about this plan—successful cream separator dealers know that canvassing pays, and those who are out in the country working hard are getting the business. It is well not to let any preconceived ideas of who is a prospect interfere with a thorough canvass. Business is often found in the most unexpected places. Make your canvass thorough and cover all the territory as you go. See every farmer, and if an immediate sale cannot be made, you will get valuable information for future sales.

Demonstrating that Sales are Possible

These times the dealer cannot afford to lie down on the job. He must chase business early and late—and must not form the opinion that sales cannot be made because a certain measure of sales resistance has developed. The dealers attitude has much to do with his success, and to encourage and help dealers many manufacturers have evolved new schemes.

As an example, the Samson Tractor Co., Janesville, Wis., recently instituted a drive for the purpose of stimulating the sale of their motor trucks. A campaign was laid out to cover the territories of the nineteen distributing centres, and into each one of these nineteen territories a demonstration truck with a driver has been sent from the factory. This truck is equipped with a farm body, which has a simple sign painted on the side to indicate its purpose. The sign reads: "Samson Demonstration Truck."

In each territory the driver picks up a factory salesman, who goes with him to the principal dealers in the territory. As a rule, the demonstration outfit does not leave the town until at least one truck has been sold. The plan has proved very successful.

Now it's the men who swap recipes.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. *Ltd.*
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

MOWER REPAIRS
BINDER REPAIRS
BINDER WHIPS
CASWELL BINDER HITCHES
BINDER CANVASES
WAGON BOXES TIP TOPS

Get Our Lines if You Want to be the Supply Centre of the Implement Repair Business in your Town.

Ask for Catalogue No. 5 and Prices

D. Ackland & Son Limited
WINNIPEG CALGARY

U.S. Government Throws Tractors On Market

The Kansas City Tractor Club, at a recent meeting, took strong exception to bills pending in Congress proposing to throw tractors, trucks and other equipment, bought by the U. S. Government for war purposes, back in the open market in indiscriminate fashion. It was charged that tractors originally costing $6,500 each had been given by the U. S. War Department to the state of Missouri and in some cases resold to contractors for $550 each. In the same manner, in one case, 80 sets of harness were sold at $2.50 a set. Twelve hundred and fifty tractors have already been given to states for Federal road work.

About ten thousand tractors are still on hand. The Government proposes to keep three thousand of these and dispose of the rest.

Handling Wagon Seats

The John Watson Mfg. Co., Winnipeg, have acquired the manufacturing rights and sales for the Dominion of the well-known Lloyds low-down wagon seat, formerly manufactured by the Wawanesa Wagon Seat Co., Wawanesa, Man. Production of this line will be taken care of at the Watson factories at Ayr, Ont.

Service Stations Assist the Dealer

The development of service stations for tractor parts are of great importance to dealers who carry on repair shops for tractor and automobile maintenance. There is a distinct advantage in the dealer being able to secure parts and service from such stations.

Tractors of different makes may use the same or similar magnetos, ball or roller bearings, radiators, and possibly engines and transmissions. If unit service is available to a dealer it simplifies the work greatly. There is no reason for buying one type of bearing from three or four different tractor factories if the bearings can be obtained from one bearing service station within reasonable distance.

Avery Portable Power Plants

The Avery Co., Peoria, Ill., have placed on the market a portable power plant weighing 375 pounds. The engine, rated at 10 h.p. is 4 cyl., 3x4 inches, with cast en bloc cylinders having removable heads. One of the big features of this small unit is that the belt pulley which is the essential part is situated on the end of the crankshaft, thereby eliminating all gears in transmitting power.

This power unit has sufficient power to pump water, grind feed, saw wood, run a light plant, run a milking machine and will even run a large feed cutter.

Wisconsin May Test Tractors

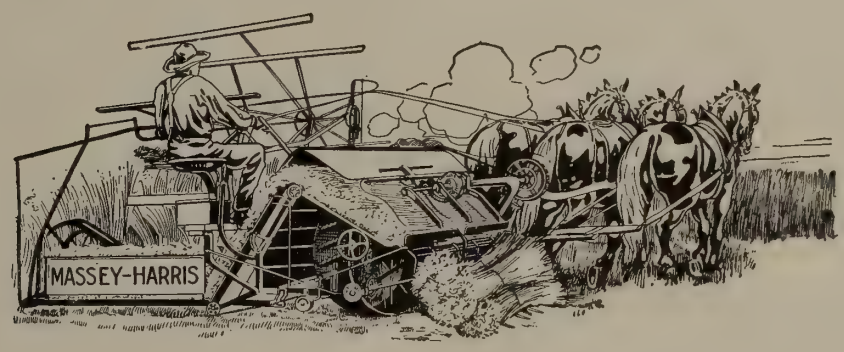
Following the measure in operation in Nebraska, the legislature of Wisconsin is considering a bill which calls for the official testing of all tractors sold in the State. Should this bill pass, no tractor can be sold in Wisconsin until a permit is issued the manufacturer, following the test of the model of tractor for which the permit is made out. Testing will be carried out by a body of engineers under the supervision of the University of Wisconsin.

The tractor-testing idea is creeping north, and the possibilities are that the germ may lodge in the brains of some of our Western Canadian legislators who are representing agricultural constituencies. At that t'will be but another straw on the back of the tractor man.

Oil Fuel Costs in United States

Comparative figures showing the cost of kerosene and gasoline in the United States and Western Canada are of interest. At present kerosene ranges from 9.3 cents in Kansas City to 12 cents in Minneapolis, while gasoline ranges from 16½ cents in Kansas to 22 1-3 cents in Minneapolis.

Massey-Harris



Binding the Sheaves

BINDING the sheaves is but one of the many acts so effectively accomplished by Massey-Harris Binders. For three generations, it has bound farmer to agent, agent to manufacturer, by standing up under the most exacting requirements.

Convenience of operation, lightness of draft, simplicity, reliability, and durability are responsible for the wide-spread popularity of Massey-Harris Binders.

Twenty-three special features to aid the dealer who handles Massey-Harris Binders. Twenty-three special features to help the farmer who buys one.

Applications for representation in vacant territories should be addressed to the Manager of the Branch nearest you.

MASSEY-HARRIS CO., Ltd.

Established 1847

Branches in Western Canada at

WINNIPEG BRANDON REGINA SASKATOON
CALGARY YORKTON SWIFT CURRENT EDMONTON

The Relation of Implements to Production

In a recent speech, a professor of agriculture claimed that the co-operative efforts of the farmer, both along buying and selling lines, have usually been dismal failures, because, first and foremost, the farmer is an individualist. Whatever truth lies in that statement, there is always the type of radical agriculturist who maintains that the high cost of everything, from safety razors to separators, is due to the "pernicious middleman". Notwithstanding this claim, the farmers organization in Western Canada have found that to continue merchandising farm equipment they must appoint local sales agents—who we take it, must also be in the parasitical class.

To some extent the farmer has formed the conclusion that all men who do not till the soil merely exist for the purpose of living off the tiller of the soil. No farmer should forget the fact that agriculture owes much to the implement industry. Let him consider what his production and profits would have been if he had had to struggle away with the inefficient equipment of the past—with the scythe, flail and single-share plow. How much of the prosperity of agriculture has been due to modern farm implements? Would agricultural production to-day be what it is without the development of farm machinery? Taken all over, the dealer in farm machinery has been subjected to more criticism regarding the advance in price of the lines he sells than have other merchants who sold goods at a vastly greater percentage of advance.

With no knowledge of production costs in the farm machinery industry, the farmer, in many cases, regards statements on increased costs as mere camouflage to cover increased selling prices. Let manufacturers and dealers try another tack. Let them quote facts and figures showing what modern machinery means in greater production with less labor. Compare the prosperity of the immediate past, and the prosperity which agriculture will have in future, with the meagre returns which were possible in the days before our present farm equipment was developed to its present perfection as regards efficiency.

Allis-Chalmers Representative Visits Canadian West

Miles D. Scott, of the tractor division of the Allis-Chalmers Manfg. Co., Milwaukee, recently paid a visit to the prairie provinces. Mr. Scott, whose headquarters are in Vancouver, spent a few days at Calgary, Lethbridge and Regina. He was a week in Winnipeg, and also attended the provincial plowing match at Portage la Prairie. Mr. Scott is investigating the tractor market in the west on behalf of his company, and called upon distributors of farm machinery lines. He reports a steady improvement in tractor business in the western states.

U.S. Dealers Have Good Rating

According to compilations from the commercial agency reference books, there are 3,500 implement dealers in the United States with a capital rating in excess of $50,000, and 278 dealers with a capital of $125,000 or more.

U.S. Loader Co. Moves Offices

The Stewart Shock Loader Sales Co., which formerly maintained an office in Fargo, N.D., has moved across the river to Moorhead, Minn. From this office, Manager Bell will handle the western trade. Another office is to be opened in Minneapolis to handle eastern trade. The company markets shock loaders made by the Stewart Sheaf Loader Co., of Winnipeg.

New Herschel Catalog

The R. Herschel Mfg. Co., Peoria, Ill., has issued its general catalog, No. 76, which is now ready for distribution. The catalog covers and illustrates all of the products which this company manufactures and jobs and is practically a book on hardware specialties and agricultural implement supplies.

Aultman-Taylor Issues Catalog

A new catalog, dealing with the farm tractors and the threshing machines made by the Aultman & Taylor Machinery Co., Mansfield, O., has just been issued. It is very attractively gotten up and contains complete details in specifications and illustrations of the tractors and threshers. There are over 60 pages, 5½x9 inches in size.

Camouflage is the art of putting a gold-tinted cigar band around a roll of cabbage leaf.

Many who think they are big guns are fired.

GREAT WEST
Swivel Hopper
ELEVATORS

Sell on their Reputation for Efficiency in Handling Grain

Increase your fall business by handling this line. The Great West is known everywhere as Canada's leading Portable Grain Elevator — foremost in design, construction, convenience and capacity. Will elevate more grain per horse-power than any other elevator. For loading grain into granaries, or loading cars, it has no equal. From 2½ to 3 horse-power operates it.

Act Now! Line Up Your Prospects. Place Your Orders and Assure Delivery

We are now placing contracts, and now is the time to get orders for fall delivery. We only appoint one agent in each town. Will you be the man? Investigate now — not later. The Great West Elevator means added prestige for you, and a nice profit on every sale.

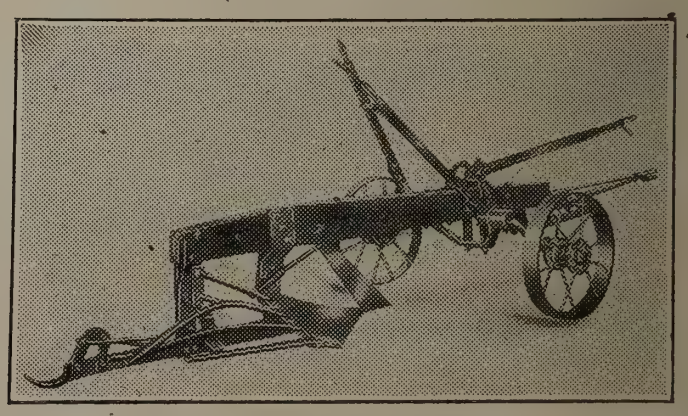
See them in operation at all the leading Exhibitions

The Elevator that excels all others

We only manufacture to meet the demand. Now is the time to place your orders to avoid disappointment. Each year our entire output is sold—over 50 per cent filling export orders in the U.S. Don't delay—assure your supply.
We also distribute Edwards' Convertible Engines, 1½ to 6 horse-power, Eagle Straw Spreaders, Wonder Wild Oats Separators, Woodham Harvester Hitches, etc. Get catalog and liberal agency offer.

HENRY RUSTAD

416 CORYDON AVENUE WINNIPEG, MAN.



VAN SLYKE BREAKING PLOW

Latest improved 1921 model (20-in.).
Also made as a horse plow.

A Western Plow Built in the West for the Western Farmer

Strong and powerful, lots of clearance, easy draft, cutting an extremely flat unbroken furrow, completely buries any brush. Will do as good work in either brush or prairie.

OVER 1,400 IN USE TO-DAY. *ASK ANY USER.*

ATTRACTIVE PROPOSITION FOR AGENTS :: WRITE FOR PARTICULARS

THE EDMONTON IRON WORKS, Ltd.
EDMONTON, ALTA.

E-Z-WAY GATE FASTENERS

A Fast-Selling Specialty that will put new life in your business

Old Way

GET THE AGENCY

The E-Z-Way will stimulate your trade

E-Z-Way

Big, profitable sales are assured the dealer handling this line. Consider the number of old-fashioned wire gates on the farms in your territory. There is a splendid local demand awaiting you with this line. It took a strong man to open and close the old wire gate—yet the wires sag and let small stock through.

In Five Minutes It Turns Any Old Woven-Wire Gate Into a Strong, Rigid Gate that Holds Out Anything— Yet a Child can Open It.

Attached in five minutes—giving the farmer a taut, rigid gate that is equal to the best steel gate. AND IT ONLY COSTS HIM $2.50. Simple lever action. The children never leave an E-Z-Way Fastened Gate open. They can always close it. Full stock carried in Winnipeg. Order a supply—NOW.

For Particulars, Prices and Liberal Agency Offer, write Western Canadian Distributors

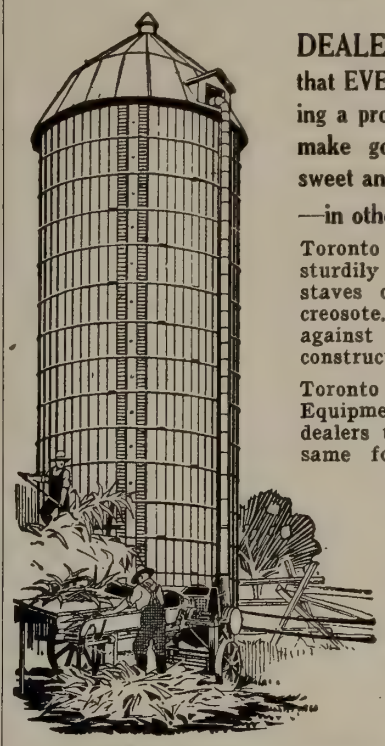
F. N. McDONALD & CO.

156 Princess Street WINNIPEG, MAN.

SOLD IN U.S. BY THE

E-Z-Way Sales Company, Moorhead, Minn.

Every Farmer a Prospect



DEALERS! Are you awake to the fact that EVERY farmer in the West is fast becoming a prospective customer for a silo that will make good sunflower ensilage, and keep it sweet and fresh?

—in other words, a Toronto Silo.

Toronto Silos are made of wood. They're sturdily built from double-tongued and grooved staves of selected spruce impregnated with creosote. They give adequate protection against air and frost. Their special Hip Roof construction provides MORE space for filling.

Toronto Silos—and Toronto Labor-Saving Equipment—are proving money-makers to dealers throughout Canada. Let them do the same for you. Get our attractive dealer proposition at once.

The "Toronto" line includes engines, saws, grinders, fanning mills, wood and iron pumps, well-drilling machinery, tanks, silos, ensilage cutters, grain picklers.

Ontario Wind Engine & Pump Co. (Western Branch), Ltd.

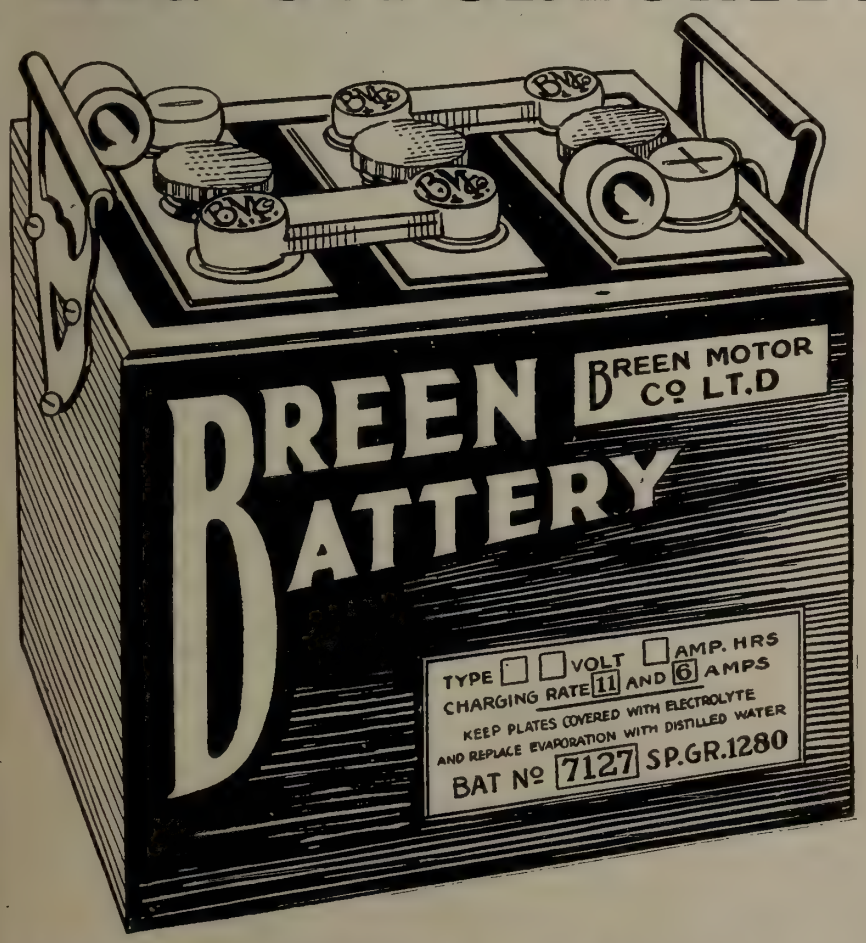
Winnipeg Regina Calgary

Eastern Offices: Toronto and Montreal

ONTARIO WIND ENGINE & PUMP CO. LIMITED

TORONTO

BIG OPPORTUNITY FOR DEALERS!



Get Our New Agency Proposition on the

Breen Battery

Represent this line in your district. It's a money maker.

The Breen Battery is the biggest battery value in Canada.

Guaranteed 18 Months

A written guarantee backed by one of the oldest and largest distributors of automobiles in Western Canada, accompanies each battery.

Types to fit Ford, Chevrolet, Gray Dort and Overland cars,

Sell for only $29.75

Corresponding reduced prices on other sizes.

Liberal Discount Given to Dealers

Write us to-day for our attractive dealer proposition

BREEN MOTOR COMPANY LIMITED, Winnipeg, Man.

Proposed Reorganization of Moline Plow Company

Reports from New York state that two creditors' committees have been formed to re-finance the Moline Plow Co., Moline, Ill., on a new scale, after drastic reductions in inventory are made. It is stated that the assets of the company are about $30,000,000 and indebtedness is $20,000,000. The controlling interest in the company is owned by John N. Willys, who acquired the interest of the Stephens family in 1918.

PUMPS
AND
Clothes Reels

Made in the best equipped factory in Canada.
We make and handle pumps for all kinds of work.
We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

The present capitalization of the company is $19,000,000, of which $9,000,000 is preferred stock.

Bank and merchandise creditors will be represented by a large committee, in addition to which is a committee of serial note holders. One of the latter committee states:

"The sudden and unprecedented falling off in sales in the autumn of 1920 left the company with an increased debt of $10,000,000 above normal, which is reflected in a corresponding increase in its inventory." The management of the business was changed in September, 1919, and important savings in overhead expenses and improvements in matters of organization were effected in 1920.

In a statement made June 13, G. N. Peek, president of the company, said in part:

"It was found that for several years no reduction or reserve for obsolescence was provided and considerable quantities of obsolete goods had been accumulated. The principal competitors of the company during the period of deflation, have set up very considerable reserves against the inevitable decline. Such reserves had not been established by this company. It will be necessary, therefore, in order to put the company on a sound financial basis and in a competitive position, to undergo a complete reorganization of the affairs of the company, and in this the banks are cooperating fully."

In the last annual statement, current assets were placed at $34,199,756, of which $25,978,121 was represented by inventories. Surplus was $61,587 after setting up a contingent reserve of $1,000,000. Plant, etc., is carried at $9,887,755.

If a new inventory results in showing assets exceeding indebtedness by about $10,000,000, as the current statement of the creditors' committee suggests, it is evident there will be little or no equity for the common stockholders.

1921 Tractor Catalog is Ready

Copies of the sixth annual edition of the Co-operative Tractor Catalog were received from the printers this week. The catalog, published by the Implement & Tractor Trade Journal, Kansas City, is said to be the oldest and foremost reference authority of the power farming machinery industry.

Beside the detailed specifications of the 204 different models of tractors, 202 of which are illustrated, the catalog carries specifications of all other classes of power farming equipment, such as plows, harrows, ensilage cutters, threshers, listers, drills, hay presses, feed grinders and corn shellers.

The Avery Line at Fargo

At the National Tractor Demonstration, held at Fargo, N.D., June 28-30, the Avery Company, Peoria, had a very complete showing of their line, which included:

Avery tractors in 12-25, 14-28, 18-36, 25-50 and 45-65 h.p. sizes. Avery self-lift plows in 4, 5, 6 and 8-bottom types, tractor disc harrows, tractor power drills, silo fillers, Avery motor trucks, motor cultivators, etc.

The representatives of the company present included:

J. B. Bartholomew, president; C. E. Bronner, sales manager; E. R. Bowen, assistant sales manager; H. J. Barbour, advertising manager; J. B. Bartholomew, Jr., field representative; E. L. Yocum, manager at Fargo; C. O. Olson, manager at Grand Forks.

Mosquitoes aren't very large or important looking, but they sure let us know they're here.

A cinch is something which you have already mastered.

Wilkie

POWER IS MONEY

Wilkie Piston Rings Assure Power—in Car, Truck, Tractor or Stationary Engine : :

Place a new set of Wilkie Rings on a motor that has been failing to deliver its power because of weak piston rings and notice how quickly the old power comes back. In many cases the owner complains about poor carburetion, faulty ignition, poor fuel, etc., but the real trouble will be found in lifeless, leaky piston rings.

Our Prescription for Sick Engines---
A New Set of Wilkie Piston Rings

Imperfect or worn-out rings are a constant expense to the owner of the engine, car or tractor. Show your customers how it is real economy to install a set of our rings. They produce the power—and add prestige to the business of the dealer who supplies them.

Save Gas---Increase Power Decrease Carbon

Poor compression, less power, sooty spark plugs, pre-ignition and carbon deposit are some of the signs in a motor that requires Wilkie Rings. They hold the energy where it belongs. By producing uniform action all around the cylinder walls, they stop the escape of power.

In all sizes up to 6 in. by ½ in.
Send Your Requirements. ∴ We Ship Promptly.

Wilkie Piston Rings are made from single-cast, close-grained, properly proportioned materials. They are of lap-joint design. After going through our exclusive process of manufacture, distortion is decreased to a minimum.

We ship in cartons when requested, otherwise shipments are wrapped in strong paper, and in either case the packages are plainly labelled with sizes to facilitate handling by the dealer.

Universal Cylinder Re-boring Tools

The handiest tool the dealer or repair man can have. Can be used by hand or drill press. Simple in design. Comprises a cutter head with six cutters, adjustable in unison. Rebores all makes of auto, tractor and stationary engines, either open or closed-end cylinders. Get our catalog.

WINDSOR MACHINE AND TOOL WORKS
312-316 Pitt Street West - - - Windsor, Ont.

Price of International Motor Trucks Reduced

The International Harvester Company of Canada, Ltd., announces a substantial reduction of prices on its entire line of International Motor Trucks with the exception of Model S Speed Truck and Model 21 one-ton capacity. These price reductions, which take place immediately, represent the heaviest and most important decrease recorded in the motor truck industry since the period of readjustment began. As much as $900.00 has been struck off the price of the heavy-duty trucks and all other models, with the exceptions noted, have been reduced in like proportion.

As explained by the Company's general officers, these new prices reflect prospective reductions in the cost of production made possible by larger manufacturing facilities, by recent reductions in wages throughout the Harvester factories, by similar reductions in wages, costs and prices among the manufacturers who supply accessories, and by recent recessions in the market price of raw materials.

These new prices represent every possible economy in production that the Company can see or hope for. The new Model S 1,500-lb. speed truck has been priced in strict accordance with these same economies in production. This reduction is a step in the right direction toward a resumption of normal prices. It will be of live interest to International dealers throughout Western Canada.

Prices of cabs, tops, bodies and such accessories have been reduced 25 per cent. The price reductions follow:

5-ton capacity, $900; 3-ton truck cord tires, $700; 2-ton, cord, $565; 1½-ton, cord, $393; 1-ton, cord, $286; 3-ton, solid tires, $400; 2-ton, solid, $300; 1½-ton, solid, $200; 1-ton, solid, $100.

These reductions mark the most important break in motor truck prices since the period of readjustment began.

Saskatchewan is Building Roads

Road work totalling close on 200 miles and costing at least $200,000 is now in course of construction, or about to be commenced in Saskatchewan as part of the federal aid scheme. Some of the work is being done under contracts awarded by the Saskatchewan Department of Highways, while other sections are being constructed by departmental day labour gangs. This movement should open a trade field for dealers in the line of road maintenance and construction equipment.

American Society of Agricultural Engineers Will Meet

At a recent meeting of the Executive Council of the American Society of Agricultural Engineers, they decided that the next annual meeting of the Society should be held in Chicago, Illinois, for it is the best city for conventions near the center of the membership in the United States. The annual meeting will be held December 27, 28 and 29, 1921, and the headquarters will be in the Auditorium Hotel.

British Concern Looks for Canadian Line

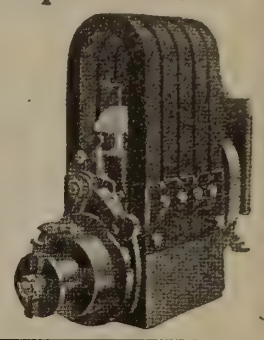
A. J. Hollis, of Bevan, Churchill & Co., London, England, is at present on a visit to the branch office of the company in the Bank of Nova Scotia Building, Montreal. The London concern are anxious to get in touch with Canadian manufacturers of agricultural implements with a view to representing them in the United Kingdom and Europe.

Magneto Replacements and Repair Parts

Threshing time is Magneto time. Tractor owners will want both magnetos and parts.

We stock the best magnetos in America and a complete line of parts for all systems.

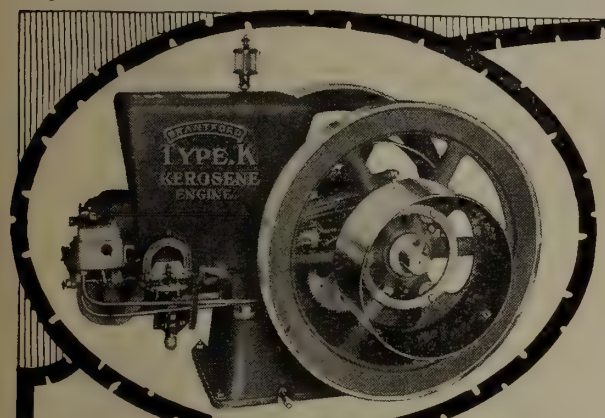
You can get better service and prices from the Acme.



Acme Magneto & Electrical Co. Ltd.

148 PRINCESS ST. : WINNIPEG, MAN.

The Foremost Electrical Repair Shop in Canada

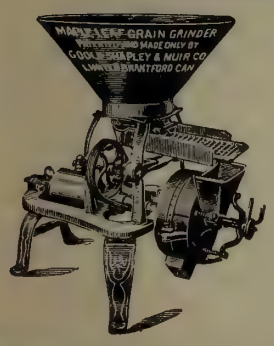


THE BEAVER 15-30 PULLS THE TRADE BECAUSE IT PULLS THE LOAD

The Beaver is a line it will pay you to concentrate on this fall. It plows more acres on less fuel, reducing upkeep expense to a minimum. It offers you a good sales opportunity —and a tractor that does not absorb profits by service expense. Has special 4-cylinder Waukesha motor, 5 x 6¼-in, that develops great surplus power for all field and belt work. Gives steady, unvarying power for threshing and pulls a 24 or 28-inch separator. Our special seven-speed friction transmission eliminates all gear troubles. No jerking, perfect control and steady pull. Heavy frame; designed for real service. Equipped with canopy. A real one-man, all-purpose tractor.

Brantford Type "K" Engines

There is always a demand for a GOOD engine designed on correct engineering principles. The Type "K" is built in three sizes, 2, 4 and 7 H.P. Sells against any competition on sheer merit. Burns kerosene perfectly. Reliable and trouble-proof. Simple design—easily operated. Speed change device; magneto ignition; built-in fuel tank. Get special literature.

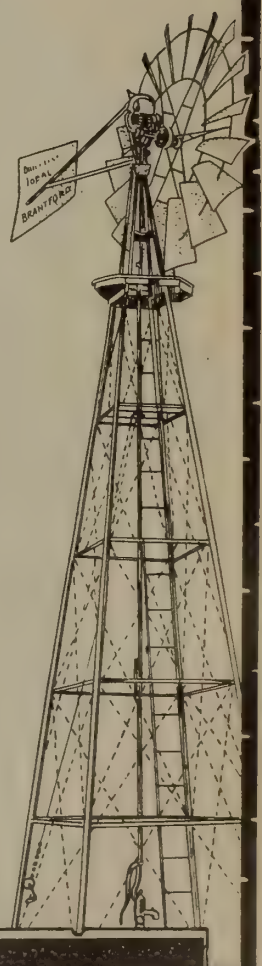


Brantford Ideal Junior Mixers

A perfect concrete mixer for small jobs. Capacity 4 to 6 yards per hour. Supplied with either a 2½ or 4 h.p. engine, completely enclosed. Friction clutch control. Set on strong steel truck.

Ideal Pumping Windmills are Acknowledged Leaders

An investment that will last the farmer for years. Have heavy double gearing. Roller and ball bearings and a thorough lubricating system assures operation in the lightest breeze. Pull-in design; automatic adjustment. The highest gale cannot wreck the Ideal.

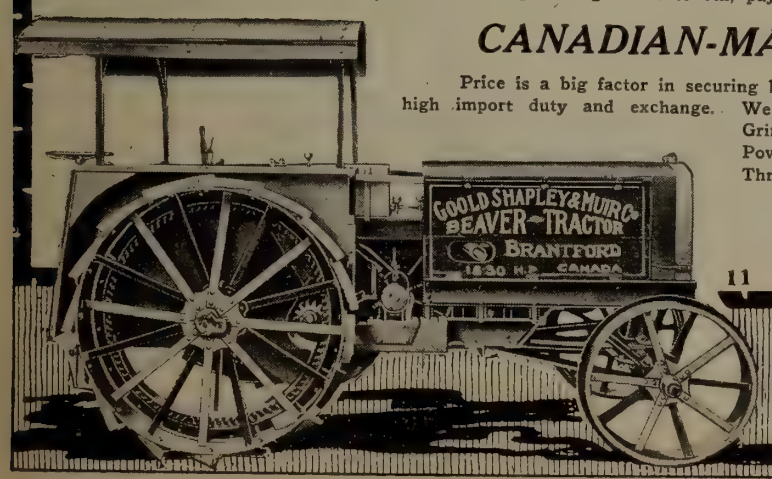


See the G.S.M. Line at the Exhibitions

We will be glad to have you investigate our line at the Exhibitions at Saskatoon, Brandon and Regina. When in Regina August 1st to 6th, pay us a visit. We will be glad to see you and show you our complete line.

CANADIAN-MADE FOR CANADIAN TRADE

Price is a big factor in securing business to-day. Sell G.S.M. goods and avoid the price reflection due to high import duty and exchange. We manufacture: "Beaver" Tractors "Ideal" Windmills, "Maple Leaf" Grinders, Type "K" Kerosene Engines, Concrete Mixers, Steel Saw Frames, Power and Hand Pumps, Pumping Equipment, Steel Tanks. Also Plows, Threshers, etc.



11

Goold Shapley & Muir Co. Limited

Distributing Warehouses: Portage la Prairie, Calgary, Edmonton, Saskatoon

Factory—Brantford Western Head Office—Regina

Overseas Implement News

Petter Oil Engines, as manufactured by Petters, Ltd., Yeovil, England, are to be be sold in Canada. An agent of the company in Montreal, R. S. Griffith, is now arranging for distribution. This engine is made in 2½, 5 and 8 h.p. The 2½ h.p. size sells in Great Britain for $220.

Hardy & Padmore, Worcester, England, report a good demand for their "Romper" patent valveless engine. This engine is made in four sizes, from 2½ to 6½ h.p. It has no valves, no tooth gearing and only three moving parts are embodied in the design.

The Fairbanks-Morse engines and lighting plants will be shown at the leading British agricultural shows this fall. The company will also exhibit the Twin City Tractor, which they distribute in England.

Wallace (Glasgow) Ltd., announce a new price of $2,250 on the Glasgow British built tractor.

The Melotte Separator Sales Co., Bristol, England, report very heavy sales of their well-known cream separator. There are now over a million Melotte separators in use.

Rustin & Hornsby, one of the largest engine manufacturers in England, announce the following prices on their lines: 2 h.p., $260; 3 h.p., $285; 5 h.p., $430 and 7 h.p., $550.

R. A. Lister & Company, Dursley, England, showed their complete line at the agricultural shows at Derby, Bournemouth and Fakenham, during June.

The Austin tractor is in good demand according to the manufacturers, the Austin Motor Co., Birmingham. This tractor sells for $1,800 in Great Britain.

At the Royal Agricultural Show, held at Derby, England, June 28—July 2, implement and machinery exhibits totalled over 14,000 square feet of display space.

According to an investigation by the Implement & Machinery Review (London) the average costs of steam tractor plowing in England varies from $4.00 to $7.00 per acre, with an average for the whole country of $5.92 per acre. Additional cost of coal and water bring the total up to $8.04 per acre. In the R.S.A.E. trials last year the cost of gas tractor work given varied from $7.20 per acre for medium heavy soil to $9.60 for heavy soil plowed. The steamer is still popular.

British exports of farm machinery for the first four months of the year were valued at $1,659,730, as compared with $1,072,510 for the same period in 1920. In addition, tractors to the value of $1,927,390 were exported and binder twine valued at $312,765.

It is stated that the disinclination of many British farmers to invest in new implements is due to the fact that wages for farm labor are fixed, all farmers having to pay a standard wage whether the acreage owned be large or small.

Export trade in Great Britain has its humors, especially under the Anglo-Russian trade agreement. A Lincoln manufacturer in a Russian order was offered a crate of eggs in exchange for a hand hay press. Bolshevist emissaries recently visited England on a trade mission. British makers of farm equipment are not encouraged to trade with Russia when they view the state of Russia's gold resources. M. Krassin is to visit Canada to establish a soviet agency to buy farm machinery. If he cannot get accomodation for orders in Great Britain, why should he succeed in Canada? Reports from Russia show that during the tillage season 44,000 plows lay idle because the peasants had nothing to sow. Under such conditions would Canada benefit by selling plows to Russia?

Among the exhibits of farm machinery at the recent fair at Tours, France, were John Deere plows, Massey-Harris implements, Frost & Wood binders, McCormick reapers, Lister engines, and churns manufactured by Beatty Bros, Fergus, Ont.

General Engineers Ltd., London, are showing a 1,400-feet film, in which the story is built round the Peterboro tractor, distributed by the company. This is one of the first tractor films, we believe, that has been exhibited in England with a view to increasing the sale of an English tractor.

Marshall Sons & Co., Gainsboro, England, have placed a new portable steam engine on the

ATTENTION! Manufacturers and Distributors. Now is the Time to Reserve Your Space at the

PROVINCIAL EXHIBITION OF MANITOBA

BRANDON, MAN.

JULY 25 to 30, 1921

"It's Where the Manufacturer Meets the Buyer."

Build Sales by Showing Your Lines to the Thousands of Farmers who visit this Great Annual Event.

$65,000 IN PREMIUMS AND ATTRACTIONS **$65,000**

An Exhibition with a Record

Classes for all Breeds of Live Stock, Poultry, Agricultural Products, Ladies' Work and Fine Arts

Make Application for Space Early

For full particulars, address the Secretary.

WM. DOWLING, President — W. I. SMALE, Sec'y and Manager

Canada's Greatest Farm Machinery and Equipment Display

CANADIAN PACIFIC RAILWAY

A TIP TOP VACATION TRIP TO

VANCOUVER-VICTORIA-SEATTLE

AND OTHER PACIFIC COAST POINTS

SUMMER TOURIST FARES

On Sale Daily to September 30, 1921. — Final Return Limit, October 31, 1921
Optional Routes—Stop-Overs Allowed

ENJOY THE GRANDEUR OF THE

CANADIAN PACIFIC ROCKIES

Stop at BANFF, LAKE LOUISE, GLACIER, SICAMOUS

THREE TRANSCONTINENTAL TRAINS DAILY EACH WAY, INCLUDING THE

"TRANS-CANADA LIMITED"—A Time-Saver

EXCLUSIVE SLEEPING CAR TRAIN

For full information, call or write to-day any agent of the

CANADIAN PACIFIC RAILWAY

market. The boiler pressure is 150 lbs. and indicated horse power is 32.2.

Agricultural & General Engineers, London, have placed the "British Bull" lighting plant on the market. This plant is direct connected, with a simply designed four-cycle engine delivering 2½ b.h.p. A one-k.w. shunt-wound dynamo is used.

The sale of motor trucks to farmers in Great Britain is hampered by heavy taxation. At present scales, on a 3-ton truck, one farmer was taxed $140 per annum, or about 40 cents for every mile he transported produce by his truck.

At present prices it is anticipated that there will be only a restricted trade in harvesting machinery in Great Britain. Last fall six-foot binders were quoted at around $440, and prices have risen since them. Drill trade was poor last spring according to reports.

British Tractor Trials

The second international trials of agricultural tractors under the auspices of the Society of Motor Manufacturers and Traders, Limited, will take place at Shrawdine, near Shrewsbury, England from September 20 to 24, 1921. The previous trials held in Lincoln, 1919, were very successful.

This year the internal combustion engine direct traction agricultural motors will be all included in one class. Additional classes have been arranged this year for garden or baby tractors, tractor plows, tractor cultivators and disc harrows. The classes will be as follows:

(1) Farm tractors for direct traction, plowing, and belt work (internal combustion).
(2) Farm tractors for direct traction, plowing, and belt work (steam).
(3) Self-contained motor plow and cultivating implements.
(4) Cable-plowing sets. (Internal combustion engines).
(5) Self-propelled garden plows and cultivators.
(6) Tractor plows.
(7) Tractor cultivators.
(8) Disc harrows.

Are you watchful of telephonic tones; the particular manner of receiving and handling complaints; of the type of service you are offering? Is this service merely perfunctory, or is it rendered cordially?

THE SAME RELIABLE

MAX

Portable Corrugated

GRANARY

That has been giving service on Western Canadian Farms for sixteen years past is offered at prices reduced to meet current conditions.

This is the time to get your prospects lined up to get acquainted with the service you can render.

Western Steel Products Limited

WINNIPEG Man. | REGINA Sask. | CALGARY Alta. | EDMONTON Alta.

Subscribe for "Canadian Farm Implements"

Dealers: For Bigger Fall Trade lay in an Adequate Stock of

"STAR" FITTED PLOWSHARES

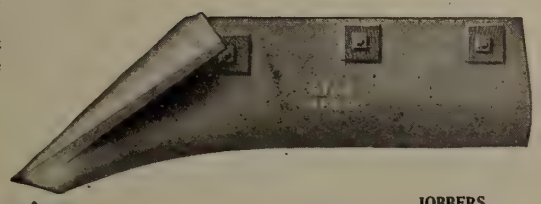
A Share for Practically Every Plow in Use.

MADE BY STAR MFG CO. CARPENTERSVILLE ILL.

Guaranteed Perfect in Quality, Fit and Finish

"STAR" Shares are made from the best materials. They are finished complete with bolts, ready to attach to the plow. Size up your local demand. Place an order now. Don't neglect this profitable fall line.

When you sell "STAR" Shares you create satisfied customers and repeat orders. Quick-selling, popular and profitable.



A reinforced landside strengthens the welds

JOBBERS

Wilkinson - Kompass Ltd., Winnipeg
F. G. Wright & Co., Winnipeg
J. H. Ashdown Hardware Co., Winnipeg, Saskatoon, Calgary
Western Implements Ltd., Regina
Metals Ltd., Calgary and Edmonton
Western Canada Hardware Co., Lethbridge

Make your store STAR headquarters. No line assures better demand or a nicer margin of profit. Order from your nearest jobber. Ask for the latest STAR lists.

Made Exclusively by the

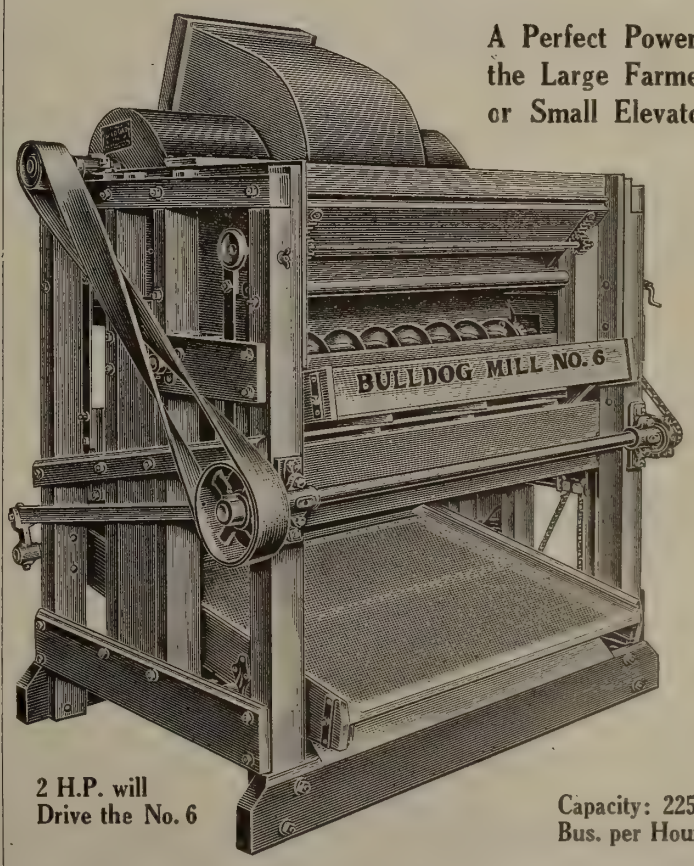
Star Manufacturing Company

CARPENTERSVILLE, ILL., U.S.A.

The New BULL DOG No. 6

Suction Type GRAIN CLEANER *Has no Blast*

A Perfect Power Mill for the Large Farmer, Miller or Small Elevator



Compact Dustless

Repeat Cleaning System

Strongly Built

Get the Agency

2 H.P. will Drive the No. 6

Capacity: 225 to 250 Bus. per Hour.

Dealers can get big business with the No. 6, which cleans grain as fast as it can be threshed. The suction system removes all smut balls, light foul seeds, chaff, etc., before the grain reaches the gang. The non-clogable feed gives a positive, evenly distributed flow of grain; no blast fan; dustless operation—the cleanest operating mill on the market. Over-shot feet; force feed roller; recleaning system. See it in operation at the fairs. Get literature and sales proposition—NOW.

THE TWIN CITY SEPARATOR CO. Ltd.

QUELCH STREET WINNIPEG, MAN.

Address all correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

B. Bros., Sask.—The windmill you mention is the Chicago "Aermotor." It is not handled in the Canadian West, but you can get repairs from William Eddie, 284 James Street, Winnipeg, Man.

L. Bros., Man.—The John Deere Plow Co. handle a line of hay presses, and can quote you on the size your customer requires. The International Harvester Company also have a line of hay presses.

F.R.N., Sask.—There are several types of disc plow having a 24-inch disc and raised flange, with one-inch bore. Can you supply any identification marks from parts of the plow so that we can give its manufacturers.

S. Bros., Alta.—We have no record of the manufacturers of a plow with numbers K460 on bail hanger and K466 frame casting, and can not identify same. Has any subscriber come across a plow of this make?

F.W.B., Sask.—You can get information on small portable grain elevators for loading grain from wagon to granary or car from Henry Rustad, 416 Corydon Avenue, Winnipeg, or the Regina branch of the John Deere Plow Co.

R. & N., Sask., and J.D., Man.—The only possibility of procuring repairs for the Maw-Hancock disc plow is to get in touch with the Stover Manufacturing Co., Brandon, Man. The Hancock disc plow was formerly made by the Racine-Sattley Co. The Texas Disc Plow Co., Dallas, Tex., may have a few parts.

C.G. & F. Co., B.C.—We believe that you can get a grain blower suitable for use in a small elevator from the Link Manufacturing Co., Portage la Prairie.

H.M., Sask.—Regarding disc harrow with boxings DD48R. This is an old style disc manufactured some years ago by the American Harrow Co., Detroit, Mich. The only source from which you can now get parts is Montgomery, Ward & Co., Chicago, Ill.

J.M.R. & Co., Alta.—The Kentucky grain drill is now manufactured by the International Harvester Co. You can get parts from the Lethbridge branch of the company. "Thomas" hay rakes are made by the Thomas Manufacturing Co., Springfield, O. Your nearest source for repairs will be the Oliver Chilled Plow Works, 613 Washington Avenue South, Minneapolis, Minn.

R.B., Man.—The "Great Western" manure spreader is made by the Rock Island Plow Co., Rock Island, Ill. Write the factory direct for repairs.

R.H.G., Man.—There are two feed grinders with the trade name "Climax." One, a pulley driven machine, is made by the Reschke Machine Works, Wichita, Kan. The other is a sweep type grinder, and is made by the Deshler Foundry & Machine Works at Deshler, Ohio. Write the maker of the type repairs are wanted for.

Representatives at Fargo

With the continuance of the National Tractor Demonstration, the Hyatt Roller Bearing Company renewed its activity at the tractor demonstrations held at Fargo, North Dakota, June 28th-30th, inclusive. The company showed every complete display of their bearings for tractors and farm equipment and the Hyatt Dynamometer was used at the plowing.

A number of Hyatt representatives were among those present, including H. O. K. Meister, manager; J. E. Martin, testing engineer; P. N. Overman, sales engineer, Minneapolis territory, and Geo. Woolley, Jr., special representative.

Special Magneto Attachment

Two new products which have been placed on the market by the American Bosch Magneto Corp., Springfield, Mass., and have proven interesting to the trade, are the new shaft-drive Bosch magneto attachments for Ford cars and Fordson tractors. Each of these attachments is made up of a standard Bosch magneto with a fitting for mounting it on the engine.

New Type Drawbar

The Cleveland Tractor Co. has perfected a new type of drawbar for the Cletrac tractor. It can be attached to the present drawbar by drilling, and is equipped with a coil spring. This gives flexibility between engine and load. The point under the tractor where the load is taken is low down and the load is transferred uniformly to the tracks.

SUMMER
TOURIST FARES
—TO—
VANCOUVER, VICTORIA
AND PACIFIC COAST POINTS

THROUGH CANADIAN ROCKIES

CHOICE OF ROUTES ON LAND AND SEA GOING AND RETURNING.

ROUND TRIP TICKETS

FROM POINTS

(Western) ONTARIO, MANITOBA, SASKATCHEWAN and from all stations CALGARY and EDMONTON (inclusive) in ALBERTA (Via LOOMA, C.N., via TOFIELD, G.T.P.)

NOW ON SALE

Liberal Stopovers

Final Return Limit October 31st, 1921

SEE JASPER PARK AND MOUNT ROBSON

FOR FULL INFORMATION
AS TO FARES, SERVICE, RESERVATIONS, ETC., APPLY TO ANY AGENT

Canadian National Railways

FOR SERVICE

FOR COMFORT

THE CARELESS SMOKER

A fool there was and his pipe he lit
(Even as you and I)
On a forest trail where the leaves were fit
To become ablaze from the smallest bit
Of spark—and the fool he furnished it
(Even as you and I).

The forest was burned to its very roots,
Even beneath the ground,
With the flowers, the birds and the poor dumb brutes,
Old hoary pines and the tender shoots
Which might have made logs but for such galoots,
Allowed to wander around.

The lumberjack has now passed on,
His pay-day comes no more,
And the screech-owls haunt the camp at dawn
Where the cook's tin pan wake the men of brawn;
But the mill is silent, the trees are gone,
The soil and forest floor.

A deadly sight are those hills of rocks
Which once were beds of green;
No hope for the human, no food for the flocks,
The floods must be held by expensive locks,
While the harbor is silted to the docks—
The ships no more are seen.

But the fool smokes on in the forest still,
Leaves campfires burning, too,
While the patient public pays the bill
And the nation's wealth is destroyed for nil.
If the law doesn't get him, the Devil will—
SMOKER, IT'S UP TO YOU.

Selling Points That Make Thresher Sales

FARMERS who get their grain to market early, get the highest prices. As a rule, the price decreases as the season advances.

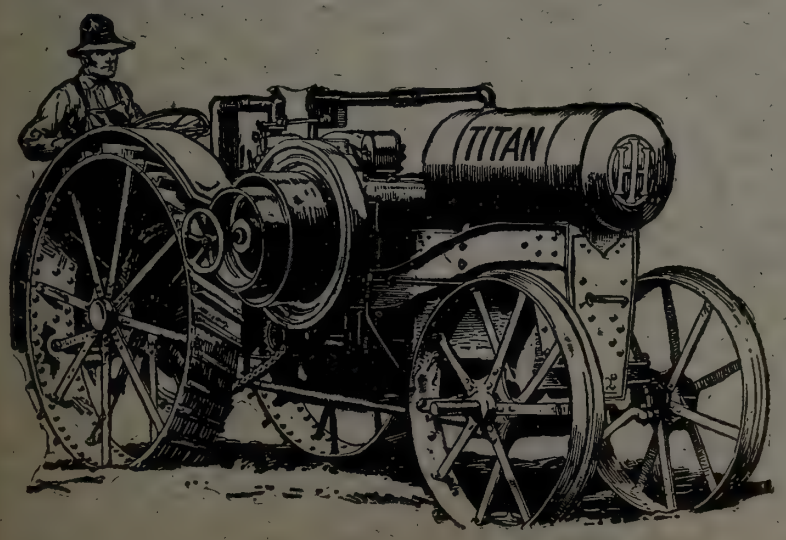
The International agent who is out after business is showing farmers how the International Thresher with a Titan 10-20, International 8-16 or International 15-30 Tractor will insure early threshing and enable them to get high prices for their crops. In this year of narrow margins of profit, this is a big sales point.

International 22 x 38 and 28 x 34 Threshers have a reputation throughout Canada for saving all the grain. Their straw racks have a rotating motion not found in other threshers, which shakes out all the grain. Their wide pulleys permit looser belts, relieving strains on bearings and belts. Equipment includes all attachments —self-feeder, grain elevator or weigher, and wind stacker. Titan 10-20, International 8-16 and International 15-30 Tractors are particularly adapted to the International Thresher. They have the correct pulley speed; their large, wide pulleys prevent belt slippage and are located to make lining up easy and to keep the belt off the ground. These tractors are famous for efficient, low-cost operation.

Use these Selling Points to build up your trade in International threshing outfits. For sales help and further information, see the blockman or write your nearest branch house

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.



NEW BRISCOE

REDUCED PRICES

Place Briscoe Dealers in the Front Rank of Super-Value Givers

THE new Briscoe at former prices was exceptional value—now, at reduced prices the Briscoe adds even greater power to its title of "Leader of Light-Weight Cars"—leader in value as well as in super-performance.

Study the fundamental features of Briscoe construction, which are responsible for the all-round satisfaction it gives its owners.

There is the trim and graceful modishness of all Briscoe Models. The clean-cut chassis; the accessibility of all parts; the sure-action brakes; long, flat, semi-elliptic springs and Briscoe's sturdy unit power plant—the ultimate refinement of the famous motor which made world records for low fuel consumption—all these are features that instantly commend themselves to those who compare the Briscoe with other cars.

The closed models combine scientific body construction with beautiful coach work. A short ride in any one of the five Briscoe Models —the Touring, Special De Luxe, Sedan, Coupe, Roadster—will serve to reveal the mechanical superiority represented by the familiar Fleur De Lis Nameplate; a trade-mark which has decorated a long and worthy line of Briscoe Models—each better than the one before.

We specially invite all Dealers to Inspect the Briscoe Line of Cars, both at the Western Canada Fairs and at our Dealers' Showrooms.

Dealers Wanted in Open Territory

THE
Canadian Briscoe Motor Company
LIMITED

Head Office and Factory - Brockville, Ont.

Western Service Station, 156 Princess St., Winnipeg.

WESTERN DISTRIBUTORS:
F. N. McDonald & Co., 156 Princess St., Winnipeg.
McKee Motor Company - Regina — Diamond Motor Co. - Calgary
Gillespie-Mansell - - Saskatoon — J. R. N. Cooke - Edmonton
Dominion Motors, Limited, 1033 Georgia St., West Vancouver.

Foresight Will Pay—

This is the testing time. Firms who are advertising *now* believe in advertising. They believe in their goods and they believe that you as a dealer can sell them—that in spite of adverse conditions they, and you as their agent, will get the lion's share of the possible sales. These firms have been reaching your best customers through advertisements in The Nor-West Farmer during the first six months of 1921.

Advance-Rumely Thresher Co.
Alberta Dairy Supplies, Ltd.
Ames Holden Tires
S. L. Allen & Co., Inc.
Aultman-Taylor Machine Co.
Avery Co. (Canadian)
Banwell-Hoxie Wire Fence Co.
Belcher Tractor Hitch Co.
Beatty Bros., Limited
T. E. Bissell Co., Limited
British American Oil Co., Limited
Burlington Products, Limited
Canadian Holt Co., Limited
J. I. Case Threshing Machine Co.
Canadian Briscoe Motor Co., Limited
Canadian Oil Companies, Limited
Canadian Steel & Wire Co., Limited
Canadian Fairbanks-Morse Co.
Canadian Linderman Co., Limited
Canada Dry Cells, Limited
H. Cater (Pumps)
Champion Spark Plug Co. of Canada
Chevrolet Motor Co.
Christiansen Implements, Limited
Cleveland Tractor Co.
Cockshutt Plow Co., Limited
Cushman Motor Works, Limited
Delco Light Co.
De Laval Co., Limited
John Deere Plow Co.
Dominion Rubber Systems, Limited
Dominion Steel Products, Limited
Emerson-Brantingham Implement Co.
Fiat Tractors, Limited
Ford Motor Co. of Canada, Limited
Francoeur Engine & Threshers, Limited
Frost Steel & Wire Co., Limited
General Ordnance Co.
Garden City Feeder Co.
Goodyear Tire & Rubber Co.
B. F. Goodrich Co. of Canada, Limited
Goold-Shapley & Muir Co.
Gilson Manufacturing Co.
Gray Tractor Co. of Canada
Gutta Percha & Rubber, Limited
Hart-Parr Distributors
Huber Manufacturing Co.
Imperial Oil, Limited
International Harvester Co.
Indiana Manufacturing Co.
Ideal Fence & Spring Co. of Canada
Jones Tractor & Implement Co.
K. & S. Tire & Rubber Goods
R. A. Lister & Co., Limited
Link Manufacturing Co.
Louden Machinery Co. of Canada
London Concrete Machinery Co., Limited
London Gas Power Co.
Massey-Harris Co., Limited
Mack Storage Battery Co.
Maytag Co., Limited
Manitoba Engines, Limited
Maxwell Motor Co. of Canada, Limited
Metallic Roofing Co., Limited
Monarch Tractors, Limited
Nichols & Shepard Co.
North Star Oil & Refining Co., Limited
Northern Electric Co.
Peters Pump Co.
Plowman Tractor Co.
Richards-Wilcox Canadian Co.
Rotary Rod Weeder & Manufacturing Co.
Sawyer-Massey Co.
Shinn Manufacturing Co. of Canada, Limited
The Swedish Separator Co.
The Brantford Cordage Co., Limited
The Templin Manufacturing Co.
Waterloo Manufacturing Co., Limited
Western Steel Products, Limited
Geo. White & Sons Co., Limited
Wettlaufer Bros., Limited
Willys-Overland, Limited

The Nor'-West Farmer

The Pioneer Farm Journal of Western Canada

Winnipeg - - Canada

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 8 WINNIPEG, CANADA, AUGUST, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

Live Stock for Prince's Ranch

No stock is too good for his Alberta ranch, according to the Prince of Wales, who has been sending over Dartmoor ponies, thoroughbred colts and fillies, and Suffolk chickens.
The Prince's enthusiasm will make other ranchers keen to have equally fine stock.
Our managers will be glad to discuss your farm financing with you.

As the pioneer Bank of Western Canada we are bankers for the United Grain Growers, the United Farmers of Alberta and the Saskatchewan Co-Operative Elevator Company.

UNION BANK OF CANADA

Head Office : : WINNIPEG

456

CUT OUT and MAIL

The Canadian Hardware and Implement Underwriters,
802 Confederation Life Blg., Winnipeg, Man.

We have noticed from advertisements that you have for the last thirteen years given first class fire protection to hardware and implement dealers at one half the cost of stock companies and in addition have accumulated nearly $2,000,000.00 in net cash surplus. Also that you have been endorsed by the Ontario Retail Hardware Association and the Manitoba Retail Merchants Association.

Please send us literature showing how we can reduce our fire insurance cost 50%.

We would like your representative to call on or about .....

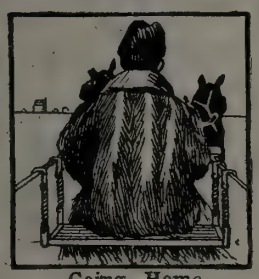
.....192

Name .....

City..... Province.....

Lloyd's Low-Down Spiral Spring Wagon Seats

The Wagon Loaded


Going Home

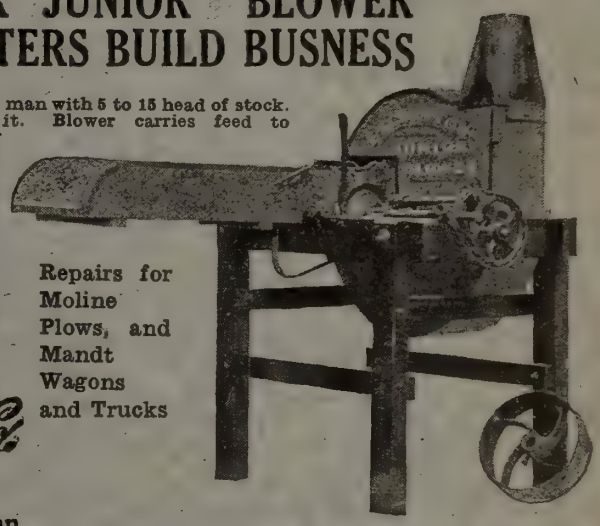
DISPLAY THEM AND THEY'RE SOLD!

Known everywhere as the lightest, strongest and most practical wagon seats made. The only standardized seat; suits any wagon. Takes up no box space; low-set; protects driver from wind and gives full control over team. Carry 600 lbs. with ease. Get a stock. Every seat sold sells a dozen.

FIT ANY WAGON OR SLEIGH BOX!

"EXCELSIOR JUNIOR" BLOWER FEED CUTTERS BUILD BUSNESS

An ideal machine for the man with 5 to 15 head of stock. 4 to 6 H. P. operates it. Blower carries feed to any part of barn or elevates up to 20 feet. Capacity ½ to ¾ ton of feed per hour. Cuts three lengths ½ to 1¼ inch. One lever starts, stops, and reverses; 9-inch throat; blower connection fits 6-inch stove pipe. Pulley 12x4 inches. Feed table turns out of way. Get our prices.



Repairs for Moline Plows, and Mandt Wagons and Trucks

John Watson Mfg. Co. LIMITED.

311 CHAMBERS ST., WINNIPEG, Man.

FITTED PLOW SHARES

Shares Stocked at Regina for every make of Plow

PLACE YOUR ORDER TO-DAY

HARROW TEETH — CUTIVATORS — PAINTED AND VARNISHED
EVENER WOODS PLOW HITCHES WAGON SETS

CHRISTIANSEN IMPLEMENTS

Land Packers, Mulchers, and Plow Harrows

The House of Quality *We Ship Daily*

Write for Latest Catalogue

Western Implements Limited

Cor. 6th & Scarth St. Regina, Sask.

INSURANCE BRIDGES LIFE'S GAP

A wife who has been used to the comfort and care of a husband feels that she is in a world of desolation when death claims him. If he has been one of the provident ones who has protected her future through life insurance, she knows that his thoughtful care has extended beyond the span of his life.

HAVE YOU FAILED?

But if he has failed to make this provision her feeling of desolation is actually realized. She faces a cold world alone—forced to pick up the burden he has dropped.

You do not want your wife in this position do you?

Ask for personal rates—giving date of birth.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P. 16"

Head Office : : WINNIPEG

A Big Oil Market For Every Implement Dealer

IMPERIAL Lubricants are the most widely used farm lubricants in Canada. Each farmer consumes large quantities of them, too—practically every machine he owns requires lubrication.

It's mighty convienent for farmers to buy their oils at the same place they buy their implements and supplies. Besides, they know they can rely on you to supply them with high quality oils that will keep the implements you sell working their best.

Years of advertising backed up by the highest quality in every grade have made Imperial Lubricants supreme in their field. Farmers are attached to the shops that carry them and trade is opened in every line the dealer handles.

Carry the full line of Imperial Lubricants and you can meet every need a farmer has. Tie up to our big advertising campaign, and make your store "Oil and Implement Headquarters."

Talk it over with the Imperial Oil salesmen and learn the details of our attractive dealer offer. You will find our proposition a paying one.

IMPERIAL

Lubricants

FOR ALL FARM PURPOSES

IMPERIAL POLARINE OIL
IMPERIAL POLARINE OIL HEAVY
For gasoline-burning engines—automobiles, tractors and trucks.

IMPERIAL POLARINE "A"
For motors requiring an unusually heavy oil.

IMPERIAL POLARINE KEROSENE TRACTOR OIL
IMPERIAL POLARINE KEROSENE TRACTOR OIL EXTRA HEAVY
For kerosene-burning stationary engines and tractors.

IMPERIAL PRAIRIE HARVESTER OIL
IMPERIAL GRANITE HARVESTER OIL
For open bearings of separators, binders, etc.

IMPERIAL CAPITOL CYLINDER OIL
For steam cylinder lubrication—tractors and stationary engines.

IMPERIAL GAS ENGINE OIL
For stationary or portable engines using kerosene or gasoline.

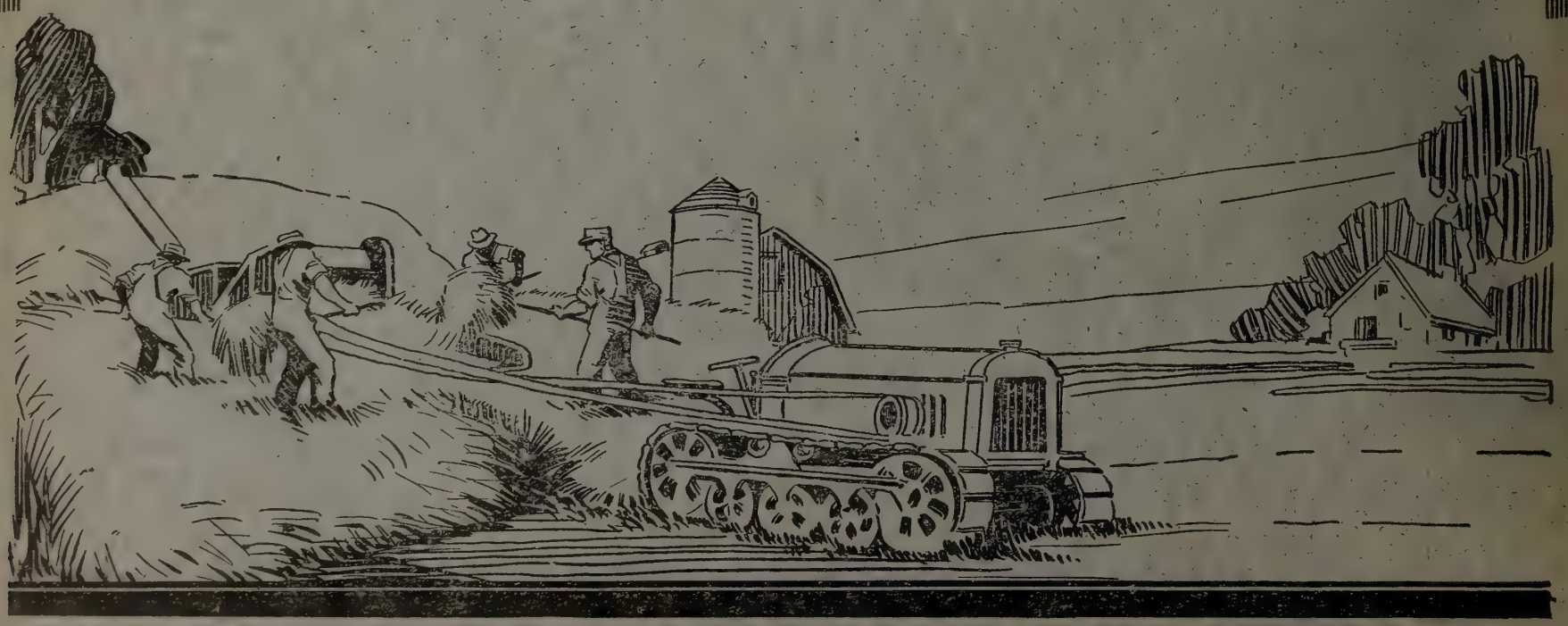
IMPERIAL POLARINE CUP GREASE
IMPERIAL THRESHER HARD OIL
For grease cup lubrication—clean, solidified oils.

The **Imperial Charts of Recommendations** indicate exactly what grade of **Imperial Polarine** will give best results from any type of tractor or automobile. Dealers should display them prominently. Write to 56 Church St., Toronto, for Charts.

IMPERIAL OIL LIMITED

Power - Heat - Light - Lubrication

BRANCHES IN ALL CITIES



New Seed-beds Will Soon Be In the Making

WITHIN the month, most farmers will have reckoned their annual profit—or loss—and, regardless of the outcome, will be laying the foundation for next year's crop. New seed-beds will be in the making. There are many who will be looking forward, with renewed hope, to days ahead that will yield greater profit—and less of toil and labor. This goal can be reached, in a great number of instances, by the employment of more efficient farm equipment. This is where the responsibility—and *opportunity*—of Case dealers enter.

We like to think of our 8,000 loyal dealers as a great, constructive army of sincere men who are building not only for themselves, but for the good of the farmers they serve, and in the cause of Humanity and Progress as a whole; an army that has confidence in our leadership and the ideals it represents. Aside from the immediate profit that's in it, every sale of a Case Machine to a farmer who has need for it, means a step in advance for that particular farmer; means more economical and efficient production for him with many consequent advantages to himself and his family, and benefits to the ultimate consumer of farm products.

The new seed-beds that will soon be in the making can be prepared to the best advantage, we believe, by plowing the ground with *Case Kerosene Tractors* and *Grand Detour Power Plows* and finishing the seed-bed with *Grand Detour Tandem Disk Harrows*. These are products that are built as well as it is possible to make such equipment today. The satisfaction derived from the sale of these machines and implements is only exceeded by the satisfaction they give to the purchasers.

Let us co-operate with the farmer in the interests of better and more profitable crops for next year. At the same time, let us help him save the present crop by the use of *Case Steel-built, Galvanized Threshers, Case Silo Fillers* and *Case Baling Presses*. We will co-operate with you.

J. I. CASE THRESHING MACHINE COMPANY

Dept. H 216 RACINE, WISCONSIN

Factory Branches

Alta., Calgary—Edmonton
Sask., Regina—Saskatoon
Man., Winnipeg—Brandon
Ont., Toronto

CASE

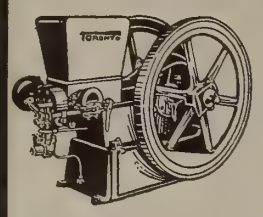
TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES

POWER FARMING MACHINERY

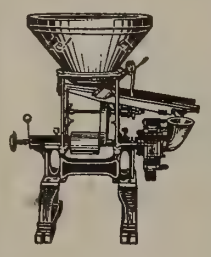
NOTE: We want the public to know that our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.

ONTARIO WIND ENGINE & PUMP CO. LIMITED

TORONTO



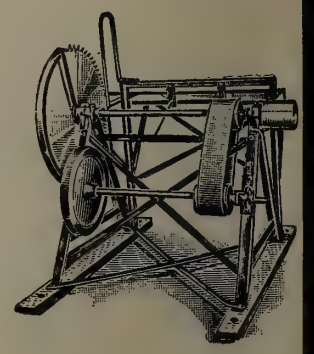
An Attractive Dealer Proposition in the Farm Equipment Line



If you appreciate the value of selling high-quality, nationally-advertised farm equipment—you'll line up with the "Toronto" organization.

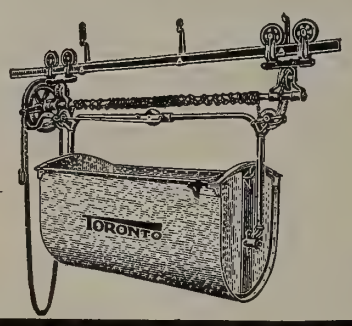
Toronto products have been on the market for years. They're advertised in the leading farm journals throughout the West. You'll find the word "Toronto" on windmills, engines, pumps, well drills and other labor-saving equipment all over Canada. Wherever Toronto products are used they prove sturdy, efficient workers at low cost.

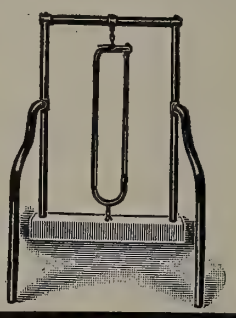
The "Toronto" agency can be made as profitable for you as it is proving now for many other dealers throughout Canada. We'll do our part in making it so. Drop us a post-card *now*—while you have it in mind. Learn the completeness and selling abilities of the Toronto line. Learn how we are prepared to assist you financially in advertising. Don't delay—send the card at once. We'll give you a prompt reply.

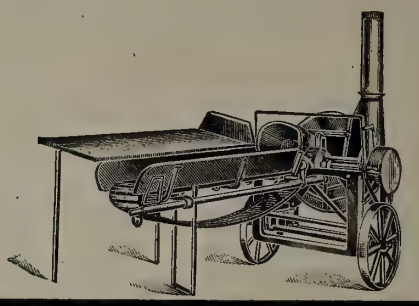


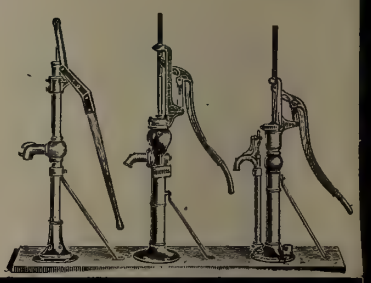
Ontario Wind Engine & Pump Co. (Western Branch) Ltd.

Winnipeg, Regina, Calgary. Eastern Offices: Toronto & Montreal.

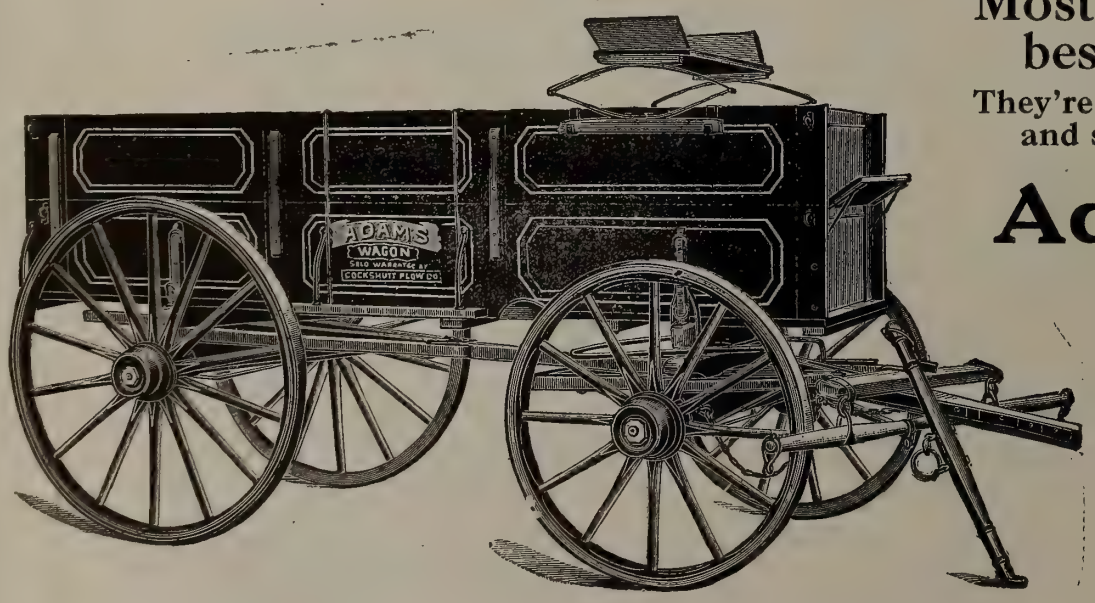








You Have Wagon Prospects in Your Town Every Week



Most Farmers want the very best Wagon they can get.

They're all interested in the superior quality and service of the

Adams Wagon

The roughest road holds no terrors for it. Hardest field work only shows up its quality. Experienced Canadian workmen build the Adams for hard Canadian duty. It has the modern design, the sturdy, honest quality of materials and finish that fit it for any service anywhere.

Let us send you our Latest Catalogs and Full Particulars of the Complete Cockshutt Line.

Cockshutt Plow Company, Limited

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

CANADIAN FARM IMPLEMENTS

Vol. XVII., No. 8 WINNIPEG, CANADA, AUGUST, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.0 Per Copy, 10c

Large Farm Machinery Display at Brandon Exhibition

Record Number of Exhibitors—Vast Variety of Lines

The twenty-sixth annual exhibition at Brandon, Manitoba's Provincial Fair, was held from July 25th to 30th. In every department the exhibition was well up to the standard of past years, the live stock exhibits being excellent throughout.

The attractions and vaudeville turns were first class, some splendid horse racing being put on during the week While the attendance was very satisfactory, the farmers were not present in so great numbers as in past years, and were not buying as freely, so far as farm equipment is concerned. Automobile races and auto polo made a fine climax to a most successful exhibition.

On July 27th the livestock parade in front of the grand stand was proof conclusive that Brandon is probably the greatest live stock exhibition in the Dominion. Over a million dollars worth of cattle and horses, the finest pedigreed stock, were led around the enclosure. This was "Winnipeg Day," and a very large crowd of business men from Manitoba's leading city visited the Fair to participate in the annual success of their sister city. They fully enjoyed their visit.

Manager W. I. Smale, the directors, and their able body of assistants were on hand everywhere looking to the smooth operation of everything in connection with the exhibition. Mr. Smale is to be complimented on again achieving a marked success in the 1921 Exhibition. He has the energy and organizing ability that ensures an exhibition which, for variety, clean attraction and arrangement cannot be equalled in the Dominion.

This year the display of tractors, threshing machinery and farm implements was, in our opinion, the biggest display of these lines which has been seen at Brandon since pre-war days. All the leading companies were on hand with splendid exhibits, and the majority reported satisfactory business as a result, also that many good prospects were secured. The farm machinery display, which is generally conceded to be the biggest staged in Canada, was an invariable centre of attraction for both the farmer and his wife. In all, 75 companies displayed their farm machinery and implement lines.

As in past years, Canadian Farm Implements gives the only complete report of the entire farm machinery and equipment exhibits at the exhibition, comprising an individual record of the showing of every exhibitor and the types of machines they displayed.

Tractors, Threshing Machinery Engines and Implements.

Commencing from the eastern end of "Machinery Row" the first exhibit encountered was that of the Sawyer-Massey Co., Ltd., Winnipeg. They showed a Sawyer-Massey 11-22 h.p. tractor operating a 22-36 Great West separator, also a 15-25 Wallis tractor belted to a 26-40 Great West thresher fully equipped. John Robertson, manager of Winnipeg branch, was in charge.

Francoeur Engines & Threshers, Ltd., Saskatoon, showed a Moody "Victor" thresher, fully equipped, operated by a Huber Light Four tractor, also a No. 2 Moody 30-38 separator unattached. E. Ellwood, manager. was in charge.

The Minneapolis Steel & Machinery Co., Winnipeg, showed a 12-20 h.p. Twin City tractor, operating a 22-42 Twin City all steel thresher, also a 20-35 Twin City operating a 32-52 thresher with all attachments. C. Prince was charge.

The Advance-Rumley Thresher Co., Winnipeg, displayed a 12-20 h.p. Oilpull tractor driving a 22-36 Advance-Rumely separator, fully equipped. Alongside was a 16-30 Oilpull belted to a 28-48 separator of the company's make. M. J. Carruthers, manager at Winnipeg, was in charge of the exhibit.

The John Deere Plow Co., of Winnipeg, in conjunction with their local agents, showed a very complete line of their leading machines. R. Cochrane, travelling representative, was in charge of the exhibit. D. B. McLeod, sales manager, was also present for a couple of days. Prominent in this exhibit was the Waterloo Boy 12-25 h.p. tractor driving a 24-42 Goodison separator fully equippped. Other lines on view in this stand were: A. Marseilles all-steel portable grain elevator, driven by a 2 h.p. Waterloo Boy engine; a John Deere 7 foot binder; John Deere manure spreader; and John Deere steel wheel cultivator. The plow display put on by this well known company included: A 14-inch two-furrow horse gang; a No. 40 two-furrow plow especially designed for Fordson use; a No. 45 two-furrow gang for light tractor operation, and a standard John Deere three-furrow engine plow.

The J. I. Case Threshing Machine Company, Winnipeg, displayed a Case 10-18 h.p., operating a 22-36 Case separator, also a Case 15-27 h.p. belted to a 26-46 Case thresher fully equipped. A 22-40 Case tractor drove a 32-54 separator,, and another 32-54 separator was driven by a Case 60 h.p. single cylinder steam engine. Alongside the heavy machinery we observed a type B Case feeder, operated by an engine, also a Case No. 16 ensilage cutter driven by another 15-27 h.p. tractor. Grand Detour engine gang plows were on view in 2, 3, and 4-furrow sizes. A 15-27 Case tractor ran unatached, and Case oil tanks and water tanks completed a very interesting display, which was in charge of Mr. Mumford, sales manager of the Winnipeg branch.

The Brandon branch house of the International Harvester Co., of Canada, as in past years had one of the largest exhibits on the grounds. Manager J. C. Brosnahan, assisted by a corps of salesmen and experts, were kept busy showing the features in the following line-up of I.H.C. machines: A 15-30 Titan tractor drove a 28-46 International thresher, and a 10-20 h.p. Titan a 22-38 International, both fully equipped. An 8-16 h.p. International tractor was belted to a type B International Ensilage cutter. International motor trucks were shown in ¾-ton and 1½-ton capacities. A line of International kerosene farm engines were displayed in 1½, 3 and 6 h.p., also Vessot grinders in 6½ and 10½ inch sizes. In addition we noted a 12 foot International power-lift cultivator and P&O tractor plows in three-furrow sizes. A 20-inch P&O brush breaker stood alongside a No. 2 Vessot roller crusher. A cut-away model of the International 22-38 all-steel thresher and another 22-38 thresher, unatached, ,completed a very representative display of the company's lines.

The Minneapolis Threshing Machine Co., Winnipeg, showed a 15-27 h.p. Minneapolis tractor operating a 24-42 Minneapolis separator with all attachments. This company also showed one of their 22-45 h.pp. tractors driving a Minneapolis 28-46 separator. S. A. Cook was in charge of the exhibit.

Robinson - Alamo, Ltd., Winnipeg, showed one of their silent Alamo electric light and power plants, mounted on a demonstration truck.

The Waterloo Manufacturing Co., Portage la Prairie, exhibited a 15-30 h.p. Eagle tractor pulling a 28-42 Waterloo Champion separator, and two 12-20 Heider tractors, one belted to a 24-36 Waterloo Champion, the other to a 20-36 thresher of the same type. On the other side of the stand was a 20-36 Waterloo Champion driven by a Fordson tractor, and a 24-42 Champion operated by a 15-30 h.p. Beaver tractor. Another 12-20 Heider tractor ran unattached. All the separators were fully equipped with wind stackers, feeders, wagon loaders and registers. In addition this company showed Rock Islaand tractor plows in three and four furrow sizes. Mr. Cannon, sales manager of the Rock Island Plow Co. was in attendance at the exhibition. The display of the Waterloo organization was in charge of Wm. Umbach, western manager of the company.

In conjunction with the Waterloo Mfg Co., the New Owatonna Manufacturing Co., Owatonna, Minn., showed a line of their horse and tractor "Owatonna" grain drills, this being the first time that they have been exhibited in the Canadian West. The display, which was in charge of R. H. Procter, general sales manager, comprised a 20-6 double disc drill with power pressure, which was operated by a Heider tractor; also a 26 low-down double disc press drill and a 26 double disc horse drill. The power lift and pressure mechanism of those drills was remarkably simple, and all makes were interchangeable from double disc to single disc or shoe. The power pressure

equipment is furnished with both horse and tractor drills. The main features noticeable in this line is that they have no axle or extended shaft. The wheels and feed mechanism are carried by a solid steel casting which forms the ends of the drills, the whole resting on a well designed and strong steel frame. They are of good construction throughout, and their simplicity of design and good finish attracted much attention from the farmers. This line was also shown at Saskatoon and Regina exhibitions.

J. Baldwin, Glenboro, showed a portable grain tank to be used in conjunction with motor trucks or wagons for hauling grain. The grain is threshed into a steel tank of 150 to 200 bushels capacity, from which it is fed into the truck or grain body for haulage to the elevator. The tank is claimed to reduce the number of teams required to market the grain from the machine.

The Rowe Manufacturing Co., Galesburg, Ill., showed the Rowe line drive for Fordson tractors, which allows the tractor to be hitched to mower, binder, cultivator, wagon, etc., the operator steering, starting, stopping, turning or slowing down, shifting gears, etc., all by line control, from the implement seat. Demonstrated by J. Taylor, this line control seemed to give remarkable results with the Fordson.

Hart-Parr of Canada, Limited, Winnipeg, showed a Hart-Parr 10-20 tractor operating a 23-36 Aultman-Taylor thresher fully equipped, also a Hart-Parr 15-30 was shown in the famous "bootstrap test," the tractor, by means of wire cables over the wheels, elevating its own weight and also a load of eleven men—a total of 7800 lbs. This test attracted much attention throughout the fair. E. Dagan and R. Campbell, of the Winnipeg office, were present, also A. E. Mills from the factory at Charles City.

The Aultman-Taylor Machinery Co., Portage la Prairie, showed an Aultman-Taylor 22-45 h. p. tractor operating one of their 32 inch separators, also a 15-30 h.p. tractor belted to a 27-42 Aultman-Taylor thresher with full equipment. A 23-36 separator, and an Aultman-Taylor 30-60 h.p. Road King tractor, for road construction, completed a nice exhibit.

The Huber Manufacturing Co., Brandon, had on exhibit a 12-25 h.p. Light Four tractor driving a 24-42 Huber special separator, also a 15-30 h.p. Huber Super-Four operating a 28-48 Huber separator fully equipped. F. X. Chauvin, manager,, was in charge.

Nichols & Shepard Co., Winnipeg, showed two of their 20-40 h.p. tractors operating a 30 inch Red River special separator, also a 60 h.p. rear mount double cyl. steam engine which drove a 32-52 all-steel Red River separator with full attachments. A Gray tractor drove one of their 28-40 threshers, and a 22-36 was unattached. J. W. Coover was in charge of the display.

The Gray Tractor Co. of Canada, Winnipeg, showed two of their wide-drive drum tractors. one operating a Red River special 28-40 thresher. The other tractor was equipped with side arms, showing the efficiency of this tractor to handle at the same time a three-furrow plow, also disc and drag harrows, giving immediate cultivation while plowing. A. Prugh, Western Canadian manager, was in charge.

Goold, Shapley & Muir Co, Portage la Prairie, showed one of their 15-30 h.p. Beaver tractors operating a Waterloo Champion 24-42 separator, also a 12-24 h.p. Beaver tractor unattached. They also exhibited an 8-foot "Ideal" pumping windmill, and Brantford Type K kerosene engines in 2, 4 and 7 h.p. A 1½ h.p. Ideal engine completed a very nice display of this company's lines.

George White & Sons Co..Ltd., Brandon, displayed a 14-28 h.p Allwork tractor operating a 24-40 White Challenge separator, and another Allwork belted to a 20-36 Challenge with full equipment. A 17 h.p. White single cyl. steam engine drove a 28-46 Challenge separator. E. Popkin, sales manager, was in charge of the exhibit.

The Macdonald Thresher Co., Winnipeg, showed one of their 24-46 Decker Special separators, which was operated by a 15-30 h.p. Wisconsin tractor. John Herron, western manager, was in charge.

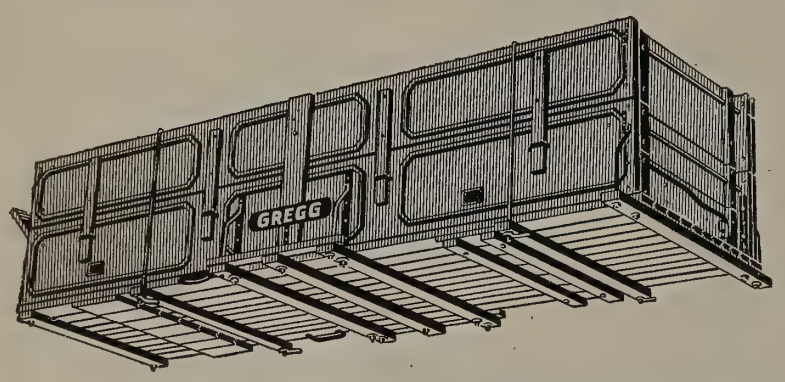
The Gardiner Cultivator Co., Winnipeg, showed one of their open disc cultivators, 7 ft. size, a machine for cutting out weeds and throwng them on top of the soil.

Stewart Sheaf Loader Co.,Winnipeg, displayed a working model of their well known machine.

R. A. Lister Co. (Canada), Ltd., Winnipeg, had a very complete showing of their line in their tent. The 1921 model Lister Milking machine was shown in operation, its fine finish and simplicity of action being especially noticeable. They also displayed a Lister 50-light storage battery, semi-automatic electric lighting plant, and Lister-Bruston 80-light plant complete with a switchboard and light display panels. Lister feed grinders were shown in various sizes, and Melotte cream separators in 400 and 500 lb. sizes, in both solid base and leg models. A nice exhibit was completed by an array of Lister-Premier cream separators in a wide variety of sizes.

(Continued on Page 23)

MR. DEALER:



Buy Your Wagon Boxes and Grain Tanks From Us

At Our Prices You Make a Larger Profit

WRITE FOR PRICES TO DAY

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We also carry:---

Ironed Whiffletrees	Pat. End Gates
Wagon Sets	Wagon Box Rods
Implement Sets	Wagon Skeins
Plow Eveners	Wagon Hardware
Adj. Wagon Poles	Harrows
Wagon Reaches	Packers

* * * *

Our stock of plow shares will fill your Fall orders promptly.

SAVE DELAY BY SENDING YOUR ORDERS TO—

F. G. WRIGHT & CO.

72-74 HENRY AVE. : : WINNIPEG

Oh, the satisfaction there is in selling the

Viking" Separator because of its wonderful skimming qualities, which is due to its marvelous "straight disc" bowl. Every "Viking" is guaranteed to skim to 3/100 of 1% OR BETTER. This is why "Viking" owners are the greatest "Viking" boosters. And all housewives praise it because the "straight disc" bowl is washed as *one piece*, thus saving them time and annoyance. Send for our new dealer proposition and catalog No.165.

Swedish Separator Company
William and McPhillips St.
Winnipeg, Can.

"Viking" STRAIGHT DISC

Future Tractor Demonstrations.

At a meeting of the National Demonstration and Show Committee, N.I.V.A., Chicago, July 11th, the following action was taken:

It was definitely decided to hold a show at Minneapolis, Jan. 30 to February 4th, inclusive. It was also decided to hold a show week in Kansas City at a date to be decided later. In this connection, no central show building will be secured, but each manufacturer will convert his Kansas City headquarters into a display room and co-operate with other manufacturers to attract visitors.

Further consideration of a demonstration in the Southwest is postponed at this time, as it seems desirable to hold a demonstration there early in the spring of 1922.

Members of the Committee expressed themselves as satisfied with the results of the Fargo demonstration, especially as the comparative data secured there on horse-power and tractor power may be applied in principle to any farm in the country and figured out on a dollars and cents basis.

Holt Manager Visited Winnipeg

P. S. Saunders, Canadian manager of The Canadian Holt Co., Ltd., Calgary, visited Winnipeg during the latter part of June, completing a trip of inspection through the prairie provinces. He left Winnipeg for the National Tractor Demonstration at Fargo, and returned to Calgary on the Soo Line through North Portal. Mr. Saunders reports a consistent demand for Caterpillar Tractors. He feels that there will be a good fall business and that the quality of their machine is being more thoroughly appreciated in Canada each year. Output is limited due to the big American and export demand on the factories at Stockton, Cal. and Peoria, Ill.

Tractor Endurance.

The wear and tear on a tractor plowing one acre of land is equivalent to the wear and tear on an automobile running one hundred miles. Just stop for a minute and let those figures sink in; every acre plowed by a tractor is equal in wear and tear to 100 miles travelled by your automobile, yet tractors, with proper attention, give years of service.

Tractor Plowing Wins Laurels at Portage

Robt. Brown, Jr., wins out in competition with thirty-six contestants.

Robt. Brown Jr. and his Silver cup.

Robert Brown Jr., Portage la Prairie, entered the contest in which there were 36 contestants, using his Heider 12-20 H. P. Tractor and a Rock Island three-furrow tractor plow with the famous C. T. X. plow bottoms. He pulled down the highest score, being eleven points ahead of his nearest competitor. The judges marked him down for 90 points out of a possible 100. The nearest rival was only 79 points, leaving the comfortable margin of eleven points in favor of Brown, Heider, and sweepstakes, and specials for best feering, best finish, best covering, best plowed land in the field and first to finish.

An interested crowd watching the winner.

Robt. Brown Jr's finished land at Portage Plowing Match

Portage la Prairie Plowing Match has been referred to as an international affair because competition is open to the best plowmen in the world who gather together and compete for world supremacy. On June 17th, 1921, the annual event in the tractor plowing contest was held on the farm of Col. I. R. Snider, Portage la Prairie. This was not a demonstration but a plowing competition.

Robt. Smith and his Heider, winner of second place.

Absolutely without any waste of time and assisted by America's foremost plowing outfit he set out to turn his land over well within the time limit and the judges did not have to stick around waiting for him to finish. It was a popular victory for Bert Brown with his Heider tractor and Rock Island plow.

When it is remembered that the champion score in the walking horse plow competition was only 91 points and the champion in horse gang plows 90 points, it is all the more evident that farm work can be done equally as well with a light tractor outfit as it is possible to do with horses.

Clarence Yuill with his 9-16 Heider and Rock Island plow scored 76 points in his class.

The standard of tractor plowing was fully equal to the plowing contest the previous day at which plowmen with horse drawn gangs and walking plows competed, showing that for quality of work the tractor can hold its own against the horse.

The splendid showing made by Heider Tractors and Rock Island plows at this match won much praise from men who have honestly thought that for championship plowing horses were superior to tractors. It took close inspection on the part of the crowds observing the finished fields to distiguish between the first prize tractor-plowed field and the first prize horse-plowed field. Plowing in summer is essentially a hot job. Tractors do this work economically. Boilng sun does not hurt them while flies and mosquitoes attack their shining surfaces in vain. Advertisement.

Score Made by Robert Brown, Junior, at Portage Competition

	Possible Score	Brown's Score
Crown	15	12
Straightness	15	14
In and Out of Ends	5	4
Depth and Width of Furrows	15	14
Evenness of Top of Land	10	9
Finish	15	14
Covering Weeds and Stubble	25	23
	100	90

One of Bert Brown's furrows.

Meeting of Implement Trade Section of Saskatchewan Retail Merchants' Association.

During the recent annual convention of the Saskatchewan branch of the Retail Merchants' Association, the implement dealers' trade section held a meeting at which important business was transacted. C. W. Wilson acted as chairman of this trade section. A. J. Humphries, Raymore, was appointed provisional chairman of the Implement Dealers' Trade Section for the balance of the year.

Secretary's Report

In his annual report, Secretary H. T. Pizzey stated that the executive believed that a convention of the trade can best be held in December or January, at which time it is easier for dealers to attend. The secretary reported that the membership of the implement and automobile trade section had increased during the year from 343 to 506. Owing to shortage of funds during the year the secretary had to devote part of his time to other association business, but now it was possible to devote his entire time to the operations of the two trade sections.

From the report it is evident that during the year a number of accounting systems for implement dealers have been installed, all of which have proven satisfactory. The Association are now compiling a system exclusively for the implement trade, which will be ready for distribution before the end of the year. In this connection W. J. Kellar, Shaunavon, has given valuable assistance to the Association.

The secretary reported that the Association was on the most amicable terms with all the manufacturers and wholesalers and also the Provincial Government. He thanked the daily and trade press for the assistance rendered during the past year.

Details were given of the meeting that took place between the committee of the Implement Trade section and the Government following the 1920 convention. The subject was the absorption of the 1% sales tax imposed upon dealers by the federal taxation. The feeling of the government was that the dealers would be justified in adding the tax to the listed retail price of repairs.

It has since transpired that where the dealer buys outright, the price is not controlled by the Farm Implement Act, said the secretary, in connection with either machinery or repairs. All companies have informed the Association that the retail lists provided only certain suggested retail prices—and are put out purely to obtain uniformity in prices. Most contracts provide for the collecting of transportation charges over the list price, although this is not generally exercised by dealers. The Farm Implement Act is at present undergoing rigid investigation by the solicitors of the Association, and it is anticipated that a number of amendments will be made as a result.

The practice of wholesalers charging a 2% sales tax was taken up with the Finance Minister, and the practice was thereby stopped.

In relation to the resolution regarding uniform contracts passed at the 1920 convention, no action had been taken as the Premier considered that this action was not within the power of the government.

The Association are having a contract drawn up which will give the same conditions and warranties as the dealer is required to give to the purchaser under the Farm Implement Act.

As a result of the resolution passed at the 1920 convention regarding margins, the secretary reported that an increase had been allowed in the 1921 margins, this ranging from 1½ to 2½%. This means that the dealer with a turnover of $30,000 would obtain up to $600 and more in some cases for selling the same volume of goods in 1921 as in 1920. The secretary said:

"A direct illustration of this can be given by taking twelve pieces of machinery under the I.H.C. contract. These cost, laid down at the dealer's warehouse at an average point in the province, $2061.61. Under the retail list issued, these goods would sell for $2304.50 on one payment, leaving a working margin of $242.89. Where these goods were bought and sold for cash the margin would be $278.89 Last year's lists provided a margin of $179.93 and $223.60 respectively, for the same goods. This makes a net increase of $67.96 where goods are sold on time and $55.29 when sold for cash, which we believe you will agree is very welcome to the trade We are expecting a further increase next year, but if you see fit it will not hurt to pass another resolution supporting the previous one, to be forwarded again to manufacturers and their representatives."

Resolutions Passed

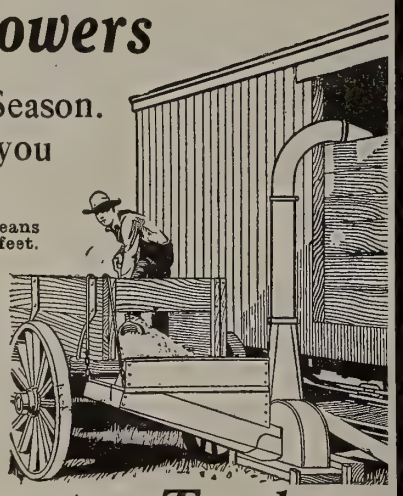
The trade section then took up the mater of present margins, and after considerable discussion the following resolution was passed:

"WHEREAS, the margins to the retailer are fixed by the retail lists issued by manufacturers and jobbers, and

"WHEREAS, these margins are not adequate to enable the retailer to give the service which

Liberty Grain Blowers

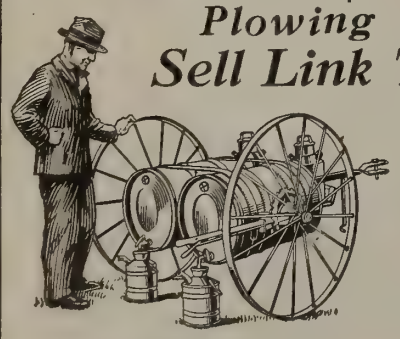
Pay for themselves in one Season. Display the Liberty, and you will get the business



An elevator and cleaner combined. Moves, cleans and grades in one operation. Elevates up to 30 feet. Capacity 300 to 800 Bushels per hour. Only one moving part — a strong steel fan. Easily driven by a 6 H. P. engine. No buckets, chains or gears. Simply air blast. Blows out filth; saves inferior grain for feed. The simplest, lightest, least expensive elevator made.

Write for sales offer and folders.

For Fall Plowing
Sell Link Tractor Tenders

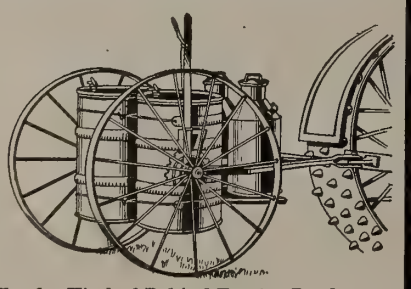


THEY FIT ALL MAKES OF STEEL BARRELS

In the rush of Fall plowing they keep fuel, oil and water in the field--and the tractor on the job. The farmer simply hitches his supply behind the tractor, drives to the field, unhitches, and goes to work.

AUTOMATIC TILT. NOT A DROP WASTED

Lever and rachet lock barrels bring drums to any angle and lock them there. No struggling, lifting, splashing or spilling. Every tractor owner is a prospect. Write to-night for prices, literature and sales offer on this fast-selling line.



Tender Hitched Behind Tractor Ready for the Road

Address

LINK MANUFACTURING CO.
PORTAGE LA PRAIRIE, MAN.

E-Z-WAY GATE FASTENERS

Make any Old Wire Gate a Taut, Rigid Barrier that is Impregnable---But

Old Way

Business may be slow with some lines you sell, but with the E-Z-Way Gate Fastener you have a line that sells on sight, and makes you a nice profit.

There are old-fashioned wire gates on the farms all around you. The farmers knows their weakness—how they sag and let stock through. E-Z-Way cures this.

A child can open it in a moment

E-Z- Way

They Sell on Sight. Get the Agency---Don't Delay

It took a strong man to open the old wire loop fastener. A child can open and close the wire gate with an E-Z-Way Fastener. Attaches in five minutes. Gives the farmer a gate equal to the best steel gate sold—at a price that he will pay and gladly. Full stock carried in Winnipeg.

Costs the Farmer only $2.50---Gives him a Gate equal to the Best Steel Gate he can Buy

For Particulars, Prices and Liberal Agency Offer, write Western Canadian Distributors

F. N. McDONALD & CO.
156 Princess Street WINNIPEG, MAN.

SOLD IN U.S. BY THE
Motor Supply & E-Z-Way Sales Company
Moorhead, Minn.

the public demands and which is highly desirable, and

"WHEREAS, certain manufacturers and jobbers have recognized the dealers' contentions and position, as shown by the slight increase in margins allowed this year, and while this is appreciated by the retail implement trade, we, the retail implement dealers of Saskatchewan, organized as a trade section of the Retail Merchants' Association in convention assembled this 15th day of June, 1921, strongly urge the said manufacturers and jobbers to consider thoroughly and without discrimination, the contents of the resolution passed by us in convention last year and in their conclusions be guided by a spirit of fairness to the purveyors of their products."

.. Discounts on Tractor Sales. .

In relation to cash discounts on tractors it was agreed to have the secretary write the tractor companies asking what difference in price was made where the dealer bought outright and did his own service work. It was alleged that the majority of companies made no difference between the dealer of this class as compared with the man who was shipped on consignment and afterwards sold for cash. It was felt that this policy was unfair to the dealer who bought outright and did his own service work, which relieved the companies of all obligations and lessened their overhead and collection expense.

The Farm Implement Act.

The meeting was of the opinion that the dealers could not give, or at least live up to, the obligations placed upon them by the Farm Implement Act when they bought goods outright. The resolution passed at the 1920 convention, asking for a uniform contract, was read. This resolution would make it necessary that the manufacturer or jobber give dealers the same guarantee and warranties as they are required to give the purchaser. A lively discussion took place, and the following resolution was passed:

Ask for Uniform Contract.

"WHEREAS, the Farm Implement Act makes it obligatory that the Retail Implement Dealer who purchases farm machinery outright from any manufacturer or Jobber, give certain guarantees and warranties when retailing to the purchaser, and

"WHEREAS, such warranties and guarantees are given by such Manufacturers and Jobbers to the Purchaser, where the dealer does not purchase their goods outright, but handles them on a consignment contract, and

"WHEREAS, such dealers are not given such warranties and guarantees by the said Manufacturer or jobber except as above stated, and

"WHEREAS,, in the words of Premier Martin: 'The only protection a retailer can obtain is a contract binding the Manufacturer or Jobber to keep the repairs at a stated place in Saskatchewan in order to enable the retailer to fulfil his warranty,' and

"Whereas, the said Manufacturer or Jobber has not and will not incorporate such a clause in the contract presented to the retailer for his signature:

BE IT THEREFORE RESOLVED THAT WE, the Retail Implement Dealers of Saskatchewan, organized as a trade section of the Retail Merchants' Association, in convention assembled at Saskatoon, this 15th day of June, 1921, strongly support our previous resolution praying for the enactment of a "uniform contract" as between Manufacturer or Jobber and Retailer and submit that inasmuch as the Government were able to impose

(Continued on Page 12)

PUMPS
AND
Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES

North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

Massey-Harris

After the Harvest is Over

SOME agricultural implement dealers slacken their efforts when the harvest is over, but the men who handle an all year 'round line can get out and sell every day in the year. For them there is no "closed" season. From January until January they can visit their customers. Their constant selling campaign keeps them in close contact with their prospects and they are on the ground to pick-up sales thereby keeping their income up to the maximum.

Fortunate indeed is the man who handles a full line, but infinitely more so is he who handles a complete line manufactured by an established firm known throughout the land as makers of high grade farm machinery. That is where the Massey-Harris agent has an advantage which is all the more pronounced in view of the service that his company renders its customers.

Gasoline Engines, Tractors and Cream Separators are worth a little special consideration and a little concentration on them will produce results. There are others in the following list of machines. Look them over and you will be sure to find some that can be pushed in your territory right now.

TILLAGE MACHINES.
Plows
Disc Harrows
Spring-Tooth Harrows
Spike-Tooth Harrows
Harrow Carts
Cultivators
Scufflers
Land Rollers
Land Packers.

SEEDING MACHINERY.
Seeders
Grain Drills
Fertilizer Sowers
Corn Planters
Turnip Sowers

HAY-MAKING MACHINES.
Mowers
Rakes
Tedders
Side Delivery Rakes
Hay Loaders

HARVESTING MACHINES.
Grain Binders
Reapers
Corn Harvesters

VEHICLES.
Wagons
Dump Carts
Sleighs

GENERAL
Manure Spreaders
Gasoline Engines
Tractors
Saw Outfits
Feed Cutters
Pulpers
Grinders
Ensilage Cutters
Cream Separators
Pump Jacks
Wheel Barrows
Bag Trucks

MASSEY-HARRIS CO., Ltd.

Established 1847

HEAD OFFICE - TORONTO, ONT.

With the Manufacturers

Hugh Wickens and Thomas E. Davidson have been appointed receivers for the Victory Tractor Co., Greensburg, Ind.

The National Carbon Co., Inc., Cleveland, O., recently made a substantial reduction in price of all standard types of Columbia dry batteries.

The Nelson Tractor Corp., of Erie, Pa., has purchased a six acre factory site for $30,000. A new modern factore will be erected in the near future.

The F. E. Myers & Bros. Co., which has succeeded F. E. Myers & Bro., Ashland, O., has made a second reduction in its prices. The average is about 25 per cent.

A sales increase of 45 per cent. for the first four months of 1921 over the corresponding period of 1920, is reported by the Gill Mfg Co., makers of Gill Piston Rings.

The Russell Gear and Machine Co., of Toronto, have taken over the British Empire rights of the Billmont wrenches and will manufacture same at their plant in Toronto.

The Keegan Hart-Parr Company has been recently organized in Minneapolis to take over the distribution of Hart-Parr Tractors in Minnesota. This company is composed of two brothers, J. H. and E. J. Keegan.

F. W. Hunt, of the Massey-Harris Co., Ltd., attended the semi-annual convention of the Association of Canadian Advertisers held last month at the Windsor Hotel, Montreal. Mr. Hunt took part in the program.

Bateman & Companies, Inc., have moved their export department at 90 West St., New York, Herbert A. Sillcox is in charge of the Bateman export department. The Bateman general offices have been moved to Grenloch, N. J.

The Niagara Equipment Co., Niagara Falls, Ont., have completed arrangements with the American producers of Red Dolly jacks, and are now manufacturing the same in Canada for the Canadian trade.

The International Harvester Co. will erect a one-story addition to its annealing and gas producer building at its plant at Thirty first street and Western avenue, Chicago. The addition will be 27x65 and will cost $6,500.

The Argo Tractor Co. has been incorporated at Minneapolis with a capital of $250,000. Incorporators are R. S. Aveldgard of the Market Garden Tractor Co., A. A. Hobart of the Hobart Metal Products Co., and Ralph E. Clifford.

Homer J. Forsythe has been appointed assistant general manager of the Hyatt Roller Bearing Co., Newark, N.J. He has been manager of the construction division of the engineering department of the E. I. Dupont de Nemours Co., Inc.

An adaptation of the 10-ton Holt Tractor as developed for the war has been announced by the Stockton, Cal., factory of the Holt Manufacturing Co. It is known as the Western 10-Ton, and has been designed particularly to fit the arduous conditions encountered in agriculture on the Pacific coast.

The plant of the Monarch Tractor Co., Watertown, Wis., recently was sold at auction by the trustee in bankruptcy. The purchaser was E. G. Caldwell, of New York. Mr. Caldwell is a large stockholder as well is a large creditor of the General Tractors, Inc., which owned the Monarch Tractor Co.

The J. I. Case three-row power lift tractor drawn lister has just been perfected by the J. I. Case Plow Works Co. This lister works a strip nearly 12 feet wide at a time, and it is claimed that a forty-acre field can be readily finished up in a day.

The Oshkosh Tractor Co., Oshkosh, Wis., has been incorporated under Wisconsin laws for $1,500,000 to take over the entire plant and business of the La Crosse Tractor Co., La Crosse, Wis. Oshkosh, La Crosse and Milwaukee capital is principally interested in the enterprise.

Under the third annual distribution of bonuses the employees of the General Motors Corp. have been awarded 6,332 shares of 7 per cent. debenture stock and 117,552 shares of common stock. This stock has been awarded 6,577 employees as a bonus for 1920. The company adopted this plan in 1918.

Arrangements have been completed whereby the tractor division of the Allis-Chalmers Mfg Co. Milwaukee, Wis., will sell the I. B. Rowell line of ensilage machinery through its travellers and dealers in territory not already assigned. The tractor division has also obtained the sale of the Greyhound separator, made by the Banting Mfg Co., Toledo, O.

H. G. Weaver, author of the well known Tractor Tracts, issued by the Hyatt Roller Bearing Co., Chicago, recently joined the General Motors Corporation. He is now on the staff of Norval A. Hawkins, who has recently been appointed director of sales, advertising and service, with headquarters at the general offices of the corporation in Detroit.

Donald P. Hess has become general manager of the Columbus plant of the Timken Roller Bearing Co., succeeding C. N. Replogle, who has resigned. Mr. Hess has been connected with the Timken Roller Bearing Company at its headquarters plant in Canton, Ohio, for nearly three years, as Assistant Works Manager, in direct charge of steel and bearing production.

U.S. Leaves Implements on Free List.

A press dispatch from Washington, dated July 12th, states as follows:

"Under the Fordney permanent tariff measure, farm implements are left on the free list, but as the United States is the only country that produces them, a tariff would have no effect. Binding twine is left on the free list"

We may be wrong, but we had the possibly erroneous idea that a considerable quantity of farm implements was made in Eastern Canada—and that Canada even exported implements to the U.S. In addition, it seems that Great Britain, Australia, France and several European nations have been guilty in the past of manufacturing farm implements and machinery.

Still we are pleased to learn that Washington is still of the opinion that implements are made nowhere on the inhabited globe outside of the United States.

MACKENZIE, THOM, BASTEDO & JACKSON

Barristers, Solicitors, etc.

REGINA, SASK.

Solicitors for:

Advance-Rumely Thresher Co., Inc.; Aultman & Taylor Machinery Co., Ltd.; Robt. Bell E. & T. Co.; J. I. Case Threshing Machine Co.; Canadian Avery Co., Ltd.; Canadian Tillsoil Farm Motors, Ltd.; Canadian Oliver Chilled Plow Works, Ltd.; DeLaval Dairy Supply Co., Ltd.; Emerson-Brantingham Implement Co.; Hart-Parr Company; International Harvester Co. of Canada, Ltd.; A. Stanley Jones Co., Ltd.; Minneapolis Steel & Machinery Co. of Canada, Ltd.; Minneapolis Threshing Machine Co.; Nichols & Shepard Company; Petrie Manufacturing Co., Ltd.; Sawyer-Massey Co., Ltd.; Stewart Sheaf Loader Co., Ltd.; Tudhope Anderson Co., Ltd.; Watrous Engine Works Co., Ltd.

For Bigger Fall Business---Sell

"EASTLAKE"

Portable Corrugated GRANARIES

Strong, rigid, durable, simple, easily erected. Our prices are adjusted to meet the buyer, and assure a heavy demand. Your customers get the biggest granary value on the market.

"EASTLAKE" Construction Assures Sales

Erect one by your warehouse.
The following sales points bring the orders:
The "Eastlake" fills from any side.
Two unloading chutes with padlocked cut-offs.
Two pressed steel doors.
Machine-made throughout; indestructible.
Interchangeable and removable side and roof sections.
No cast iron used anywhere.

ACT QUICKLY—GET OUR SPECIAL GRANARY OFFER.
QUICK TURN-OVER AND GOOD PROFITS ARE YOURS.

The Metallic Roofing Co., Limited
Manufacturers

797 Notre Dame Ave. WINNIPEG, MAN.

ASPINWALL
POTATO MACHINERY

Aspinwall Diggers Rank up to the High Aspinwall Standards & worthily sustain the Aspinwall Reputation

BUILT to STAND THE WEAR AND TEAR a machine of this type must encounttr.

ALL ESSENTIAL PARTS ARE MACHINED---not placed on the Digger in the rough.

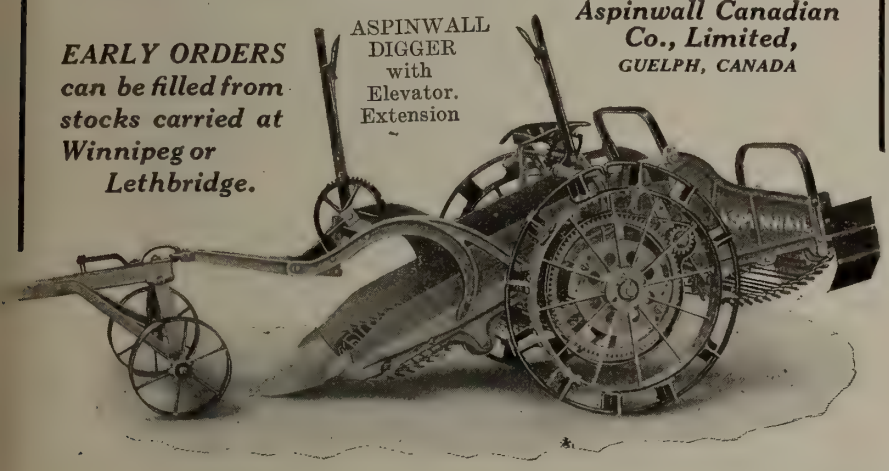
GEAR DRIVEN---The ideal drive for machines of this class--Simple, Effective and Powerful.

BRONZE BEARINGS---Special design, long wearing, mean LIGHT DRAFT and INCREASE the life of the machine.

GRIP NUTS---100 per cent of the nuts used are of the Grip Nut type same as used by railroad and steamship lines on their equipment at points of greatest vibration as no amount of vibration will cause them to lose off or become loose.

Write us for prices
Aspinwall Canadian Co., Limited,
GUELPH, CANADA

EARLY ORDERS can be filled from stocks carried at Winnipeg or Lethbridge.


ASPINWALL DIGGER with Elevator. Extension

BOY AND SLATE
Puts Dealers in Spotlight

It gets the eyes of motorists. And it gets them every day.

People have been known to actually drive around the block just to see what painted epigram was on the slate "that day."

This is the kind of a sign for you.

Get This Lively Business-Builder

This sturdy boy and slate is 6 feet high. It is painted in natural colors. It is supplied to En-ar-co Dealers, along with a series of epigrams, that permits a change every other day. Motorists like it—because it is an interesting sign to watch. Therefore, the En-ar-co Boy and Slate sign is now established as the brightest and best business builder for Dealers in Gasoline and Oil.

Actual Size 6ft. x 5ft.

Write us for particulars. Send to our branch nearest you today. Address Dept. C. F. I. 8. Do this now, before you have had a chance to put it off.

CANADIAN OIL COMPANIES Limited

Branches:
Toronto, London, Montreal, Quebec, St. John, Halifax, Winnipeg, Regina, Saskatoon, Edmonton, Calgary.

The Plowing Outfit to Sell the Canadian Farmer

Good plowing promotes bumper crop yields. Clean, straight furrows of good, even depth assist nature to the greatest extent in producing yields that mean maximum profit to the farmer.

For such plowing, a Titan 10-20 and P & O Little Genius plow make an ideal combination. They work together without tiring even in the dead heat of late summer. They are efficient under conditions of weather and soil that soon wear out horses, and they save the energy and strength of the operator. There is no doubt of the economy of this combination for plowing when cost of operation, saving in time and labour, and the quality of work are all considered. You are rendering a decided service to every Canadian farmer when you sell him this plowing outfit.

P & O LITTLE GENIUS PLOWS

All P & O plows are sturdily built with strong beams, rigid bracing and durable wheels. The positive self-lift device is a big factor in improving the quality of the work done and making the control of the plow easy. The plow bottoms are as mechanically perfect as it is possible to make them. Types and sizes are obtainable for all Canadian conditions.

TITAN AND INTERNATIONAL TRACTORS

Titan 10–20 tractors furnish economical power for all drawbar work on the farm. By means of its practical design, its careful construction and the efficient service back of it, this tractor has won an enviable reputation for steady, dependable, low-cost power. Where a tractor of greater or smaller capacity is desired, International 15–30 and International 8–16 tractors are available.

For further information, see the blockman or write your branch house.

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.

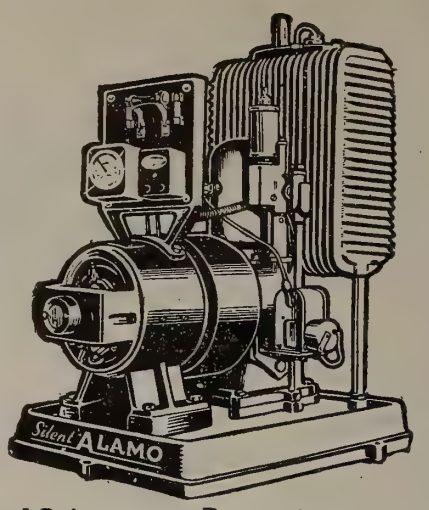
Silent ALAMO
Electric Light and Power Plants

Unequalled for home, farm, store, hall or school use. Dealers who sell the Silent Alamo are assured the trade in their territory.

Your Territory May be Open
Write us at Once

Ample capacity for any farm, also power to operate the cream separator, washer, water system, or any small power machinrey. Noiseless rotary sleeve-valve motor; no vibration. A complete, compact unit on solid base. Motor automatically controlled; throttle governed engine. Let us explain its wonderful selling features.

Get the agency for the New Empire-Baltic Cream Separators and Empire Milking Machines.

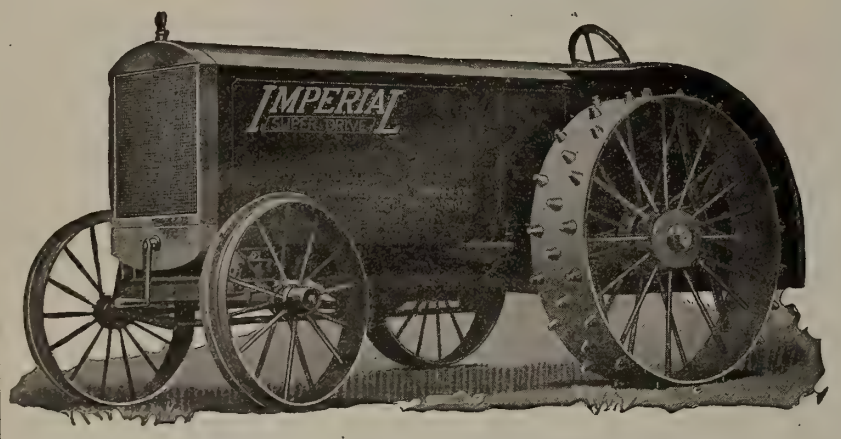


Agency Particulars and Prices upon Request

ROBINSON-ALAMO, LIMITED
140 Princess Street **Winnipeg, Man.**

Subscribe for "Canadian Farm Implements"

Again!---The "Imperial" 15-30 Tractor Wins



For the second year in succession, at the Provincial Plowing Match, at Portage la Prairie, June 15-17, Roderick McLeod, of Macdonald, Man., won **FIRST PLACE** in the Four Furrow Class, using his "IMPERIAL" 15-30 H. P. TRACTOR.

This particular tractor has now been in use for over three seasons, and has cost the owner practically nothing for repairs. It runs as quietly and works as efficie ntly as the day he bought it.

The tractor to buy—and to sell—is the IMPERIAL 15-30. Trouble-proof; great excess power; a perfect machine for threshing. Handles separators up to and including 28-inch.

GET THE THRESHER BUSINESS THIS FALL

Handle the "IMPERIAL" Line

All Sizes: 20x32, 24x40, 28x50, 32x54, 36x60

As reliable as our tractors. Thoroughly efficient; gets all the grain. They are the best investment the tractor owner can make. Get your customers supplied early, so that they secure top prices for their crops.

Dealers; Write us at once

Robert Bell Engine & Thresher Co., Ltd.
WINNIPEG and REGINA

Implement Trade Section Held Meeting

(Continued from Page 9)

certain obligations on the Retailer which obligations it is impossible for him to live up to, the Farm Implement Act be amended as prayed for in the resolution above referred to."

Second Day's Proceedings.

The business opened with a discussion on present-day contracts.

A strong resolution was endorsed that in the opinion of the dealers, a Wholesale as well as Consignment Contract should be provided, and that there should be at least a differential of 5% between the cash net price to the dealer in favor of the wholesale contract.

The secretary read correspondence with implement companies dealing with the clause in contracts allowing companies to charge back unacceptable notes at any time within six months after date of annual adjustment.

The dealers were strongly opposed to this clause, in its present status, as it means an indirect liability hanging over them for many months in some cases. They allege that the clause in the John Deere contract allowing for return of notes within six months from date of receipt allowed ample time to investigate anyone's credit—in fact three months was plenty. The secretary was instructed to write to the other companies pointing out this variation in contracts, and asking that dealers be advised immediately a note is accepted.

Regarding free repairs, it was was felt that the blockmen should be allowed to pass on the broken parts as only he could determine what were legitimate.

Blanket insurance was next taken up, the opinion of the meeting being that where the goods were stored outside and a depreciation charge paid, the dealer should not be required to take out insurance on the goods, there being no fire risk. In any case the goods belong to the company, and the charges should be carried by them. The secretary was asked to write the companies as to how insurance would be handled where the dealer paid insurance on $5000 and at the time of fire loss only owed the company $2500.

Automotive Dealers' Trade Section.

At the meeting of this section of the Association, further discussion took place on the Excise Tax paid on automobiles when the tax was abolished on December 20, 1920. The secretary explained the steps taken to effect a rebate since the first of the year.

Dealers severely criticized manufacturers for their action in not living up to the agreement made with the committee representing the retailers and the government. As a result of their action the dealer will not buy in quantities as in the past, said delegates.

The secretary read a letter from Mr. Trowern, Dominion secretary asking for information as to how many dealers had taken advantage of the 50 per cent. offer made by manufacturers. A circular on this point has been sent out.

Mechanics' Lien Act.

The secretary reported that the association had carefully gone into the matter of having a document drawn up which would preserve the Mechanics' Lien, even though the repaired car left the possession of the repairman. They had legal advice that it would not be possible under the act as at present to have such a document which would be binding against the third party. If such a change were effected it would be detrimental to the sale of new cars on deferred payments, especially as many garage men deal in cars. The secretary explained at length how any changes would not be to the advantage of the trade, and the committee reporting advised that no action be taken on the matter. Carried.

Depreciation on Used Cars.

The schedule agreed upon as maximum allowances for used cars was adopted by the trade section and the secretary was instructed to send out a circular advising the trade as to the schedule and its use.

The schedule is as follows: Up to one year, 30 per cent. depreciation; two years 40 per cent.; three years 50 per cent.; four years, 60 per cent. These figures are to be maximum allowances, and on the present market value of the car if new. From them must be deducted a sum sufficient to cover the cost of putting the car in shape for resale, and approximate overhead in handling.

The Tire Situation.

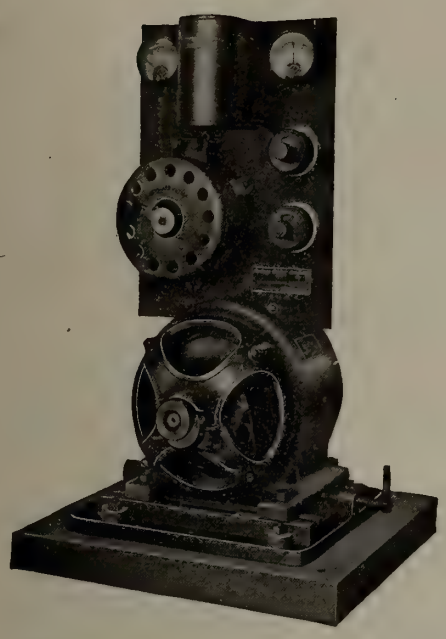
A long discussion took place on the tire trade, a resolution being passed covering the following features:

The cost of conducting a retail tire service business varies from 15 to 20 per cent. A reduction in the selling price of tires was made effective last May, averaging 15 per cent. on all sizes and qualities, thus compelling the tire dealer to render service at cost or even less. The association therefore protested against the action of the tire manufacturers in reducing the margin of profit, and requested manufacturers to restore the dealers' margin of profit to not less than 20 per cent. off consumers' list price.

Officers of this trade section for the year are:

W. J. Ward, Saskatoon, chairman; T. H Masterson, Regina, first vice-chairman; C. Alexander, Moose Jaw, second vice-chairman; J. F. Funk, Herbert, honorary treasurer; M. B. Appleton, Yorkton, honorary secretary.

Northern Electric
POWER AND LIGHT



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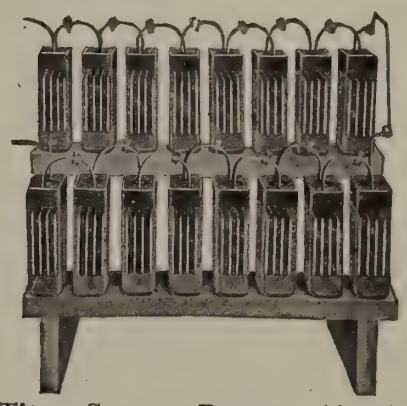

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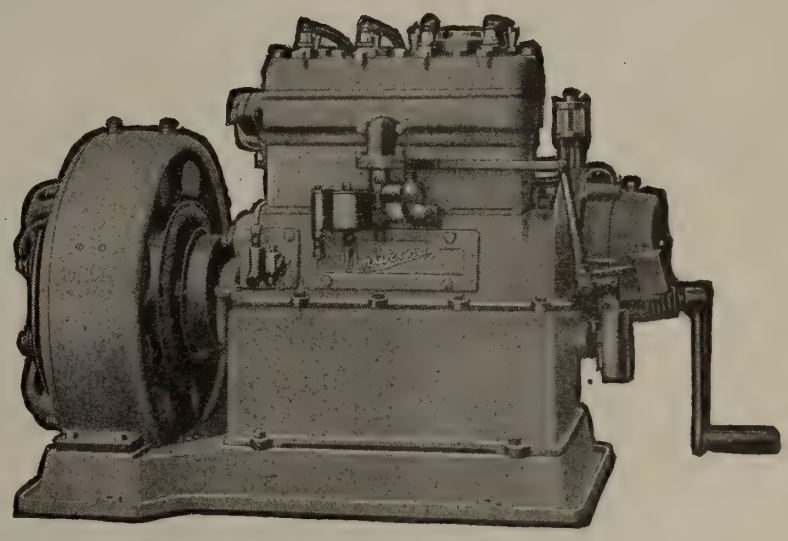

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CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

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CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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WINNIPEG, CANADA, AUGUST, 1921.

Freight Rates and Farm Machinery Prices

The dealer complains today that his hardest task is to meet the arguments of the farmer that the prices of farm machinery are too high. Should this be so, it may be asked why it is not apparent that implement companies are rolling in wealth—which they are decidedly not. Competition is the prime factor in adjusting prices, and there has ever been ample competition in this business.

We have often given facts in these pages showing how the prices of farm machinery are fully justified by the high production cost; labor and materials reached price planes which could not but have a marked effect on the price of the goods. Any price reductions which are made today are not made to lower slightly any large margins, but are, in most cases, a cut below actual cost so as to procure some measure of volume.

Let us assume that the farmer will not credit the statement that implements are being sold at the closest possible price under present conditions. Let the dealer in any discussion of cost emphasize the effect of increased freight on the cost of farm machinery. The farmer surely will understand this argument, for it hits him just as hard when he sells grain or livestock, the prices of which are vitally affected by freight rates.

Take the effect of freights on the production and distribution of farm machinery. The implement manufacturers pay the increased cost of transporting steel, iron or hardwoods to the factories. The wholesale house pays the higher freight rates from factory to distributing centre, and the dealer must in like manner pay higher rates to his station. All these added freight charges enter into the price the farmer must pay for his machines today, prices which he states are exorbitant, yet not one cent of the increases due to freight rates is profit at any point from the mine whence the ore goes to the steel mill, down the line from factory to jobber to dealer.

In the United States a committee of the National Implement & Vehicle Association took up the important matter of freights with President Harding, asking that all railroad rates be reduced as promptly as reduced operating expenses of the railroads will justify. In the U. S. all freight rates have been increased since 1914 on an average af 101%. The cumulative effect is tremendous, as the price of everything entering into the construction of farm implements is similarly affected by this enormous advance in freight rates.

We have no national implement association in Canada, but we confront a similar condition. The rail freight cost of a car of cream separators, for example, is higher from Port Arthur to Winnipeg, than is the water freight on the same tonnage from Antwerp, Belgium, to Port Arthur, via Montreal and the Lakes, a mileage ten times as great.

In the United States a striking instance of the effect of freight on prices is shown in connection with a gang plow, with weight of about 750 lbs. The increase on a gang plow freight since 1914, and taking into consideration the reduced purchasing price in Chiago, of farm products, increases the price of such plow exactly $28 delivered to any Missouri river point, which increase represents more than 40% of the entire pre-war selling price of this implement.

Implement manufacturers in the United States report that it takes six tons of material to make a ton of steel and three tons of the material used in implement construction to make a ton of implements. The cost of transportation of the material required to make a ton of steel, in 1914, was $7.19; in 1921, $15.17, an increase of $7.98, or 111%. The cost of transporting a ton of steel from Pittsburgh to Moline in 1914 was $4.60; today it is $9.80, an increase of $5.20, or 113%.

Under present conditions, the farmer is buying farm implements at bed-rock prices or better. Implement concerns are not operating at a profit and cannot do so because of the fact that inventory values are cut to the bone to meet the needs of the farmer.

Price Reductions Reported.

During July reductions in the price of steel were announced by the large producers in the United States. The reductions range from four to five dollars a ton. This is the second reduction this year so far as the Steel Corporation is concerned. In the case of steel billets, the current price of $33 per ton compares with a pre-war price of $27.00.

Steel men state that the differences in price is very small in comparison with wages today and the pre-war wage schedules. At present employees receive virtually 80 to 100 per cent. more per ten hour shift than they did in 1915.

Even with the reductions noted it is stated that the demand for steel is still deferred. With prices at low level buyers do not rush to operate, because in the farm equipment field they do not now need material in any great quantities, and await the effect of freight and labor adjustments.

The production of iron and steel is far below capacity to date, though the steel interests look for a resumption in buying in the near future.

Several of the leading farm machinery concerns have adjusted their prices recently.

On July 19th the International Harvester Co. of Canada, lowered the prices on Titan and International tractors. The f.o.b. Winnipeg price on the International 8-16 h.p. is reduced $130, the Titan 10-20 is down $150, and the International 15-30 is $260 lower in price. These reductions, say the company, place International tractors on a very favorable price basis.

On July 29th the John Deere Plow Co. reduced the price of the Waterloo Boy tractor by $125.

The Louden Machinery Co., Fairfield, Ia., issued a new price list last week, the quotations representing practically a 40 per cent. reduction from the prices ruling the first of the year.

The Samson Tractor Company, Janesville, Wis., announces that it is offering a "special proposition to its dealers, reducing for the time being" the price of the Samson model M tractor $220, and the price of the ¾-ton truck, equipped with kerosene lamps, $120.

Emerson - Brantingham Implement Co., Rockford, Ill., announce further reductions of $75 to $125 on tractors, $10 on vehicles, and $5 to $7.50 on gas engines.

The Huber M'fg Co., Marion, O., has announced a reduction of $200 in price of its Light Four tractor. This takes the tractor back to the price established before the war, thus placing it on a strictly pre-war basis.. The reduction is said to involve a substantial loss on a large inventory for the Huber Company, but is made to meet the demand of the farmers for machinery at pre-war prices.

The Twin City Company, Minneapolis, announces substantial reductions in their lines of tractors and threshers, and have instituted a system whereby farmers can obtain machines on credit.

Bucher & Gibbs Plow Co., Canton, Ohio, have reduced their complete line from 10 to 15 per cent.

F. E. Myers & Bro. Co., Ashland, Ohio, have made a further reduction in their lines of pumps and barn equipment.

The Moline Plow Co. have reduced the price of the Moline tractor to $990 f.o.b. Moline a reduction of $320 since the first of the year.

Business Changes—Personal Items

M. Quinette has opened an auto and tractor business at Bethune.

R. W. Baxter has opened an auto repair business at Vancouver.

Philip & Co. are new dealers oprating at Keeler.

Gardiner & Perrin have opened a garage at Winnipeg.

The Ponteix Garage is reported as having gone out of business.

C. Monteith has opened a garage at Enderby.

R. B. Mableson is owner of a new auto repair shop at Kenora.

V. E. Brown has opened a harness business at Ponoka.

The Peace River Machine Shop has opened in that town.

W. Irish has opened a tractor and car repair shop at Red Deer.

L. Glenn has opened a farm machinery and tractor business at Langham.

M. N. Mohler has commenced a tractor and auto business at Maple Creek.

Williams and Son, auto dealers at Maple Creek, have sold out to Garrisire & Williams.

The Melaval Farmers Company are handling implements at Melaval.

Ambrose Thompson is a recent addition to the automobile trade in Regina.

J. F. Hunt has opened an implement and automobile business at Indian Head.

H. A. Lilley has bought out the implement business at Caron formerly owned by Z. Battel.

Morton Bros. are now carrying on an implement and tractor warehouse at Elphinstone.

The Portage Battery Co. has commenced business at Portage la Prairie.

The Moose Jaw Harness Co. is reported to be selling out their business.

D. G. McDonald, implement dealer at Morse, has sold out to E. Gregorious.

A. McAllister, implement dealer at Chinook, suffered loss by fire in his warehouse recently.

The Central Garage Co. has been incorporated at Wilkie, with a capital of $15,000.

The Lount Engineering Co., Winnipeg, have increased their capital to $750,000.

Partnership is registered in connection with the Reliance Machine & Motor Co., Brandon.

Campbell & Gould have sold their automobile business at Antler to A. Milne.

A. Silcox is reported to have closed his implement business at Bridgeford.

The Jones Tractor & Implement Co., Regina, has assigned to the Bankers Trust Co.

The Woolston Automatic Binder Knotter Co. have opened a branch at Regina.

The Winnipeg Auto & Trimming Co. has been incorporated in Winnipeg.

Partnership is registered in the J. L. Crossen Works, Winnipeg.

The British-American Oil Co. have opened a branch business at Ponoka.

H. F. Stiles & Sons have opened an automobile business at Burstall.

McLumpa & Robinson have opened an auto business at Carlyle.

Frank Shirtcliffe has commenced in an automobile and tractor concern at Francis.

Partnership is registered in the Capital Lightning Arrester Co. at Regina.

The Siegal Auto Co. Ltd have commenced operations at Calgary.

The Reversing Bar Weeder & Manfg. Co. has been incorporated at Calgary.

West End Motor Supplies Ltd. is a new concern in Edmonton.

W. J. Caven is owner of an implement business at Souris.

Ratcliffe & Stewart have commenced in the automobile business at Cranbrook.

Moseley & Shore are operating an auto repair business at Victoria.

F. O. Baker is conducting an auto and tractor repair shop at Dryden.

The Francis Garage & Machine Shop has commenced business in Francis.

H. R. M. Pozer has sold out his implement business at Vegreville to Charles Schultz.

Johnson & McDonald have opened an automobile business at Milo.

The Fernie Motor Car Co., Fernie, B. C. suffered fire loss recently.

The Canadian Farm Implement Co., Vancouver, has been granted a Dominion charter.

The Victoria Auto Rebuilding Factory is a new enterprise at Victoria.

J. A. McEachen is proprietor of an automobile and implement business at Emo.

G. F. Gillon & Co., Fort Francis, have sold out their auto accessory and repair business to A. F. Warren.

Dave Schreiner has sold out his auto business at Rush Lake to A. H. Loeppky.

Delee & Dinnen have commenced an automobile business at Sintaluta.

The Magee & Thompson Co., implement dealers at Wolseley, have sold out to S. Simonson.

Cary Bros., Briercrest, have sold out their implement business to a dealer named O. C. Johnston.

The Esterhazy Oil Co., Esterhazy, have discontinued business in that centre.

The Link Manufacturing Co., Portage la Prairie, has been incorporated under the laws of Manitoba.

Jos. Hackman has taken over the implement business of the local grain growers association at Eyebrow.

The annual meeting of the Lambert Stooker Co. was held in the Board of Trade Bldg., Winnipeg, on July 22.

Smith & Campbell have incorporated at Sandy Lake to carry on an implement and insurance business.

N. Dow, assistant manager of the De Laval Company, Winnipeg, visited the western branches of the company during July.

S. Roe, manager of the Anderson-Roe Co., Calgary, was a visitor to the Winnipeg office of the company the latter part of July.

Donald P. Hess has been appointed general manager of the Columbus plant of the Timken Roller Bearing Co.

Johnstone Bros., owners of the Pioneer Garage, Minitonas, are handling a full line of cars, tractors and implements.

A change in ownership is reported in connection with the Edmonton Auto & Carriage Works, Edmonton.

T. M. Fitzgerald, Windsor, Ont.,general manager of the Maxwell-Chalmers Motor Co., spent a week in Winnipeg during July.

Falk & Bergen, auto dealers at Morden, have dissolved partnership. I. A. Bergen continues the business.

Holmes & Todd are operating an implement business at Consort, where they handle tractors, implements, dairy equipment and vehicles.

Piggott & Badger, auto dealers at Winnipeg Beach, have dissolved partnership. The business will be controlled in future by F. W. Piggott.

W. L. Choquette, auto dealer at Mariapolis, has taken a partner into the business, which now operates under the name of Poirier & Choquette.

E. Ellwood, manager of the Saskatoon, branch of Francoeur Engines & Threshers Ltd., spent a few days in Winnipeg during the last week in July.

The International Tractor Co. Ltd. has been incorporated in St. Boniface, a suburb of Winnipeg, with a capital of one million dollars. The company will distribute a line of tractors.

H. F. McKenzie, of High River, who has been selling Chevrolet cars and conducting a service station, also handling implements, has left for his farm at Elnora, accompanied by his son George. W. H. Cooper has taken over the business, and we trust he will be as successful as the former owner.

C. W. Northcott, sales manager of the Goold, Shapley & Muir Co., Brantford, spent a week or two at the branches of the company at Portage la Prairie and Regina early in August.

C. E. McTavish, sales manager of the Samson Tractor Co. of Canada, Oshawa, Ont., paid a visit to Winnipeg and Regina early in the month.

The Walkely Garage, a concern handling tractors and implements at Spirit River, suffered loss by fire lately, as also did E. D. Carter, a harness merchant in the above town.

J. W. Pomeroy, manager of the E-Z-Way Sales Co., Fargo, N. D., distributors of the E-Z-Way gate fastener, spent a day or two with F. N. McDonald, Winnipeg, Canadian distributor, during the last week in July.

W. G. Palmer, sales manager of the Studebaker Corp. of Canada, accompanied by M. F. Rigby, advertising manager, visited Winnipeg recently, completing a tour through the western provinces in the Studebaker Light Six.

L. F. Cannon, export trade manager of the Rock Island Plow Co., Rock Island, Ill., spent a day or two in Winnipeg during July. Mr. Cannon was in attendance at the stand of the Waterloo Manfg. Co., at Brandon Exhibition, the latter concern being Canadian distributors of the Rock Island line. He also visited the Regina Exhibition, from there proceeding to Vancouver and the U. S. western branches of his company. Mr. Cannon is well pleased with the business situation in Western Canada.

George Beatty, president and founder of Beatty Bros., Fergus, Ont., manufacturers of barn equipment died recently at the age of 75. The late gentleman came to Fergus in 1874, and with his brother founded the firm of Beatty Bros. He was a skilled machinist and inventor, the Beatty reaper being awarded a gold medal at Toronto exhibition before the days of the binder. He continued the factory after 1886, when his brother died, until 1901 when his two sons joined him in the business.

Records Made at Fargo Farming Demonstration

By a Staff Correspondent

The tractor and horse trials held at Fargo, N. D. the latter part of June were for the purpose of getting at the cost of plowing, preparing land for crop and seeding. They were held under the auspices of the Demonstration and Show Committee of the U. S. National Implement and Vehicle Association.

Nearly 40 tractors entered by about twenty-six different firms took part in the demonstration. The heat was so excessive that it is stated five horses died as a result of working in conditions when no sane farmer would work his teams. Both soil and weather were unfavorable for a test of any kind and very much to the disadvantage of the horses. The temperature throughout the three ddays was from 90 to 100 in the shade.

Beyond the horses reported to have died from heat, ten others were so badly affected that they had to be withdrawn. Of the ten outfits of horses entered, on the second day only four horse outfits were at work.

The plowing was heavy. It was estimated that the draft of a 14-inch plow bottom was between 750 and 800 pounds. In spite of these severe conditions we did not see a tractor which had difficulty in pulling its rated number of bottoms at an average depth of 5 inches.

The time has come when it seems evident that these tractor trials no longer serve any very useful purpose. The attendance of farmers was very poor, and primarily the farmer is the man whom the trials are meant to interest. It is estimated that only around twenty thousand attended the demonstration, and the majority of these were men in some way interested in the tractor business or connected therewith.

It should be conceded that tractors are no longer a novelty. Most farmers understand that they will do satisfactory work under proper conditions, and in many ways have the horse beaten to a standstill, especially in operating in such weather as we had at Fargo. Why, then the necessity under present trade conditions for manufacturers spending half a million dollars or so putting tractors to tests which are largely attended only by tractor men. The money might be used for trade building with better effect.

The soil at Fargo is not representative of American soil as a whole. It is tenacious gumbo, adhesive and sticky, seldom found outside the Red River Valley area.

While the findings of the test as between horses and tractors are of interest, it must be admitted that under the conditions at Fargo a comparative test between the two methods of haulage did not give the horse a chance.

The correspondent of "Canadian Farm Implements" is of the opinion that there was nothing strikingly new in evidence as compared with last year with the exception of the Somua cultivator a French machine which, as a 35 H. P. tractor, prepares the seed bed by rotary tilling. At the rear of the tractor is a revolving shaft fitted with hooks. When downward pressure is applied the hooks are forced into the soil and revolving at high speed they tear up the soil as a man does when digging with a fork.

Several new hitches for binders and mowers were in evidence, also tractor mower attachments operated by the drive shaft of the tractor. It is good to note that tractor makers are pretty well eliminating the freak in type and design. Some years ago at the Salina demonstration there were a variety of weird designs, which were happily absent at Fargo. This standardization in type and conformity to one general design is a good sign, in the opinion of the writer.

In speaking of the Fargo demonsration, Finley P. Mount, president of the tractor and thresher dept. of the N. I. V. A. said: "We shall have the benefit of new tractor data, yes but what is of more importance, we shall have the advantage of the "contrast"—not "contest"—between tractor power and animal power, which must have been sensed by all who attended. This will be more definitely brought out in the data when published. Knowing what I know now, I would still be in far of holding this initial demonstration, if it had not already been held, but I doubt whether a repetition would be worth while."

Practically every one of the large tractor concerns had exhibits of their tractors, threshers, etc in their quarters. They showed their machines taking care of different types of belt work in addition to the tractors they had entered in the demonstration.

KEROSENE TRACTORS

Plowing

Average per acre, kerosene	3.01 gal.
Average fuel per acre, gasoline	.094 gal.
Lubricating oil per acre	.04 gal.
Man hours per acre	.94

Preparing and Seeding

Average fuel per acre, kerosene	1.25 gal.
Average fuel per acre, gasoline	.12 gal.
Lubricating oin per acre	.04 gal.
Man hours per acre	.418

GASOLINE TRACTORS

Plowing

Average fuel per acre	2.77 gal.
Lubricating oil per acre	.05 gal.
Man hours per acre	.95

Preparing and Seeding

Average fuel per acre	1.28 gal.
Lubricating oil per acre	.03 gal.
Man hours per acre	.43

Results of the Demonstration

The following official results of the Fargo Demonstration were given out by the Demonstration and Show Committee of the N. I. V. A. on July 11th. The records, which we show herewith, include

THE SAME RELIABLE

MAX

Portable Corrugated

GRANARY

That has been giving service on Western Canadian Farms for sixteen years past is offered at prices reduced to meet current conditions.

This is the time to get your prospects lined up to get acquainted with the service you can render.

Western Steel Products Limited

WINNIPEG Man. REGINA Sask. CALGARY Alta. EDMONTON Alta.

BURD

Quick Seating

PISTON RINGS

"The Quick Cure for All Engine Troubles"

For Sale by Jobbers, Dealers, and Garages

Burd Ring Sales Co. of Canada

322 McINTYRE BLOCK WINNIPEG

Distributors for Manitoba, Saskatchewan, Alberta and British Columbia

AUGUST ATTRACTIONS

See Our

Special August Sales List

— on —

WAGON BOXES
WAGON REACHES and TONGUES (Painted)
WAGON DOUBLETREE SETS
AGRICULTURAL and EVENER SETS
"WESTWO" HITCHES (For Farm Use)
"PERFECT" EQUALIZER SETS (Up to 20 Horse)
BINDER TONGUES

TRACTOR PLUGS

Genuine "Mosler"---the Best by Test

FORDSON TRACTOR RADIATOR CORES
TRACTOR FAN BELTS
And Other Items for August Needs

Ask for "AUGUST SALES LIST", or
Rush Your Order
It Will Save You Money

D. ACKLAND & SON LIMITED

WINNIPEG, MAN.

both horse and tractor outfits, and are made public in accordance with the rules governing the demonstration, which provide for:

1. The average record of all tractors qualifying in the demonstrations.
2. The average of tractors whose record is better than the general average of those qualifying.
3. The average of the best six records.

These rules eliminate individual tractor performance, and provide averages which represent all.

Thirty-six tractors participated in the demonstration, and plowed, prepared for seeding and seeded a total of 360 acres. Of these tractors 25 burned kerosene and 11 burned gasoline. The depth of plowing was 5 inches.

The general averages of all tractors qualifying are given.

As provided in the rules another average was secured for tractors whose fuel costs were lower than the general average of those given above. In determining these costs gasoline was figured at 23.1 cents per gallon and kerosene at 11.8 cents per gallon, which was the current price at Fargo, and the following results are summarized:

Plowing

Average fuel per acre, kerosene	2.87 gal.
Average fuel per acre, gasoline	.105 gal.
Lubricating oil per acre	.095 gal.
Man hours per acre	.95

Preparing and Seeding

Average fuel per acre, kerosene	1.16 gal.
Average fuel per acre, gasoline	.102 gal.
Lubricating oil per acre	.04 gal.
Man hours per acre	.42

HORSE RESULTS

Out of twelve horse outfits originally entered in the Fargo farming demonstration seven withdrew, leaving five outfits competing with each other in the work of plowing, preparing seed bed and seeding ten-acre plots. The feed costs for horses are briefly summarized as follows:

Average lbs. of hay per outfit	352
Average bu. oats per outfit	13.85
Average man hours per acre, plowing	2.64
Average man hours per acre, preparing and seeding	1.43

These reports are based on written reports of observers who checked the work of each horse and tractor outfit, and were compiled by the supervising observers committee.

This committee, after carefully checking the work of the horse outfits, recommended that the prizes be awarded as follows:

1. H. R. Jones, $400.
2. R. M. Rulisson, $300.
3. Henry Bice, $200.
4. W. A. Francis, $100.
5. Yonkers, $50.

Interesting cost comparisons can be made between horse power and tractor power when the Fargo demonstration figures are reduced to a dollars and cents basis, and applied to an average farm.

Tractor Entries and Exhibits

The following tractor and equipment concerns either demonstrated their machines or exhibited at Fargo:

J. I. Case T. M. Co., Racine, Wis.; Fox River Tractor Co., Appleton, Wis.; John Lauson Mfg. Co., New Holstein, Wis; Townsend Mfg. Co., Janesville, Wis; Rock Island Plow Co., Rock Island, Ill.; International Harvester Co., Chicago, Ill.; J. I. Case Plow Works, Racine, Wis.; Huber Mfg. Co., Marion, O.; C. L. Best Tractor Co., San Leandro, Cal.; Avery Company, Peoria, Ill. Allis Chalmers Mfg. Co., Milwaukee, Wis.; Liberty Tractor Co., Minneapolis, Minn.; Hart-Parr Co., Charles City, Ia.; Crown Iron Works, Minneapolis, Minn.; Bates Machine & Tractor Co., Joliet. Ill.; Twin City Company, Minneapolis, Minn.; Gray Tractor Co., Minneapolis., Deer & Webber Co., Minneapolis, Minn., Grain Belt Mfg. Co. Fargo; Emerson-Brantingham Implement Co., Rockford, Ill.; Cleveland Tractor Co., Cleveland Ohio; Ford Motor Co., Detroit; Aultman & Taylor Machy. Co., Mansfield, O.; Holt Mfg. Co., Peoria, Ill.; Framerican Industrial Development Co., New York; Eagle Manufacturing Co., Appleton, Wis.; Advance-Rumlely Thresher Co., La Porte, Ind.

Other enteries and exhibits included:

Oliver Chilled Plow Co., South Bend; New Owatonna Mfg. Co., Winona, Minn.; W. J. Bell, Fargo; La Crosse Plow Co., La Crosse; Deere & Webber Co, Minneapolis; Russell Grader Mfg. Co., Minneapolis.

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We finance newly organized corporations which show promise of development and and have a good field.

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We finance corporations of established earning power also those which plan safely for business extension.

All Correspondence Confidential

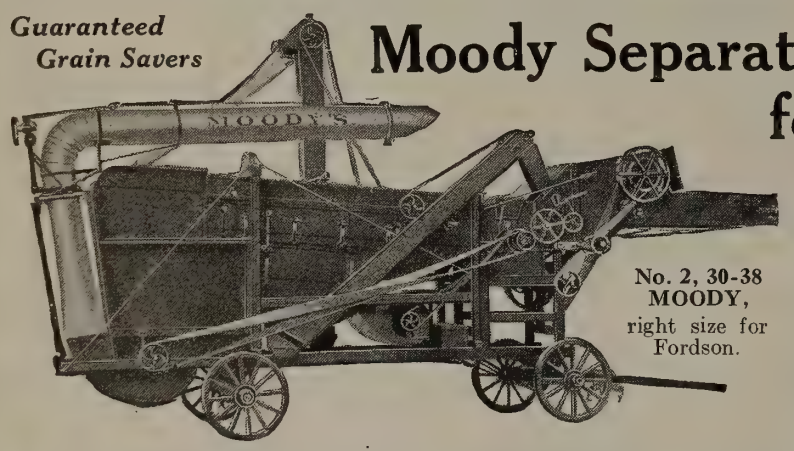
PIONEER TRUST COMPANY

166 W. Jackson Boulevard - - - Chicago, Illinois

Threshers That Assure Sales Success

Profit Makers for Both Dealer and Farmer

Guaranteed Grain Savers



No. 2, 30-38 MOODY, right size for Fordson.

Moody Separators are Built for Long Service

The Moody No. 2 Thresher is the Best Buy that you can offer the tractor owner--and at the price and terms on which they are sold there is no better thresher value.

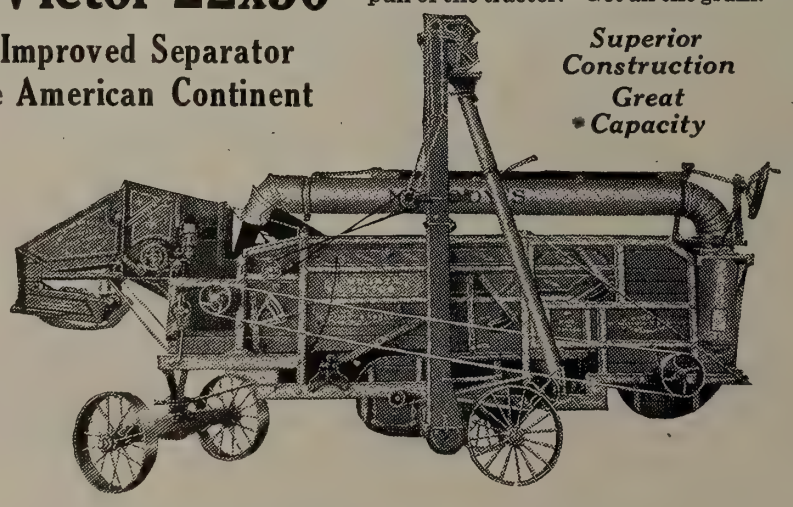
The No. 2, 30 x 38 Moody, as shown, fully equiped, sells at $998.00. Liberal sales offer is available to live dealers in every territory.

Over 20,000 Moody Separators are in use in Canada to-day. Everywhere they have proven their efficiency in handling the crop quickly and efficiently. Save in capacity they equal the highest priced separator sold. Strong construction--they take the pull of the tractor. Get all the grain.

Handle the New Victor 22x36 Thresher

The Most Improved Separator Sold on the American Continent

Superior Construction Great Capacity



The New Victor 22x36 is equipped with Langdon Feeder, Hart Automatic Weigher and Adjustable Sieves.

Satisfied customers are a big asset. There are tractor owners all around you who are on the market for small threshers. In the Moody all weed seeds are bagged separately--an exclusive feature. Cylinder, beater, straw deck, shoe, elevator and wind stacker,--every part is designed for good work and durability.

Don't Decide on a Thresher until You Investigate Our Line.

Now is the time to line up the demand that assure big sales for the dealer. In design, construction and efficiency our Threshers have selling points Ask for copies of testimonials, and our liberal agency proposition.

Francoeur Engines & Threshers Limited

Edmonton, Alta. Saskatoon, Sask.

Wilbern President Ulrich Manufacturing Co.

G. E. Wilbern has been elected president of the Ulrich M'fg Co. at Rock Falls, Ill., which concern manufactures a line of improved garden tools and garden cultivators. Mr. Wilbern was formerly vice president of the Star Manufacturing Co., of Carpentersville, Ill., manufacturers of "Star" fitted and bolted plowshares. In his former position he has called upon the Heavy Hardware, Shelf Hardware and Implement Specialty Trade throughout the United States and Canada and is well known to the trade. He has also been in charge of the Export sales of the Star Manufacturing Co.,

G. E. Wilbern

and Illinois Iron & Bolt Co., and is thoroughly conversant on export problems.

The Ulrich Manufacturing Co. plans to develop their lines with the addition of such others as may seem advisable. The Ulrich Company was established in 1891 and incorporated in 1898.

Mr. Wilbern was born in Carpentersville in 1882, and in 1902 graduated from a business college in Elgin, Ill. He started with a nursery company at Dundee, Ill., taught school for a time and attended the University of Illinois in 1903-4. In the following year he joined the Star Manufacturing Co., staying with that company until 1914, at which time he became factory manager for the Hudson & Thurber Co., Minneapolis, Minn. In 1905 he returned to the Star M'fg Co., which had consolidated with the Illinois Iron & Bolt Co., of Carpentersville, continuing with them until July, when he accepted the presidency of the Ulrich M'fg Co. We wish Mr. Wilbern every success in his new position.

It's the poor nut that falls for the first frost.

Furnace Demonstrates Superiority

The manufacturers of the Caloric Furnace state that this furnace in Canada, the United States, Alaska and England, and in other countries, has proven that it heats buildings more comfortably and more economically than they have ever been heated before. The Canadian distributors recently issued a leaflet showing reports of the sale success with this line found by dealers throughout Canada.

The Monitor Stove Company, Limited, organized for the sale and distribution of Calorics in Canada, with headquarters at 205 Hobberlin Building, prominent office building at No. 9 Richmond Street east, Toronto, is meeting with splendid success, bearing evidence of how well the CaloriC is proving its superiority in actual service in Canadian homes.

The CaloriC burns lignite, slack coal, wood, and other fuels in common use in Canada, most successfully and economically.

Many who ask for daughter's hand get only papa's foot.

The distance between some men's ears is one block.

Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

Cletrac

will lead this fall

Cletrac has long been the popular tractor, but never more so than this year. Farmers are trying to cut production costs, and no other tractor will cut them like Cletrac. With its tank-type tracks it works easily when the ground's soft - gains valuable days - cuts labor costs - and brings bigger crops.

You can make Cletrac your leader the year around. Farmers know it's the one tractor dependable everywhere in any weather, 52 weeks a year. Remember, too, you're backed by a Dominion-wide advertising campaign that's reaching nearly every Canadian farmer.

Get your share of Cletrac profits. Fall is almost here, and it is time to send in your order. Hundreds of the 350,000 Canadian tractor prospects are right around you. Go after them hard and go after them early. Cletrac b hind you a successful fall is assured.

We have a mighty attractive dealer proposition. Write us for the details to-day, and get a copy of our booklet, "Pay Dirt in the Tractor Field."

SPECIFICATIONS

Horsepower : 12 at drawbar, 20 at belt pulley.
Length : 96 inches.
Width : 50 inches.
Height : 52 inches.
Weight : 3455 pounds.
Turning Circle : 12 feet.
Traction Surface : About 800 square inches.
Centre to Centre of Tracks : 38 inches.
Belt Pulley : Diameter 8 in., face 6 n.

The CLEVELAND TRACTOR COMPANY of Canada Limited

Home Office:
Windsor, Ontario.

Western Sales Office.
261 Fort Street, Winnipeg.

Cletrac
TANK-TYPE TRACTOR

Farm Equipment Production in U. S. in 1920

	No. of Firms	No. Manufactured	Total Value	No. Sold in U. S.	Value Domestic Sales	No. Sold for Export	Value Foreign Sales
Tractors	90	203,207	$193,563,000	162,988	$161,896,000	29,143	$30,850,000
Steam Traction Engines	15	1,766	4,661,000	1,401	3,903,000	121	370,000
Plows and Listers	79	1,361,578	43,222,000	1,215,979	37,699,000	221,077	19,188,000
Tillage Implements	92	— —	22,919,000	— —	20,636,000	— —	1,665,000
Planting Machinery	84	472,248	20,097,000	498,853	21,612,000	16,822	1,458,000
Cultivating Machinery	61	580,179	15,186,000	589,830	17,296,000	45,863	670,000
Haying Machinery	29	411,556	24,703,000	338,112	19,667,000	94,011	6,230,000
Harvesting Machinery	53	232,177	41,015,000	168,829	30,626,000	41,334	7,339,000
Machines for preparing crops for market or use	128	196,772	35,612,000	159,918	34,749,000	30,220	3,010,000
Horse-drawn Vehicles	85	449,095	42,423,000	430,459	40,929,000	3,810	339,000
Other Items	—	— —	93,544,000	— —	82,429,000	— —	7,495,000
Total	583	— —	$536,945,000	— —	$471,442,000	— —	$78,614,000

Value of Farm Implements Manufactured in United States.

Gas tractors to the number of 203,000, with a total value of $193,000,000, more than a million plows with a value of over $40,000,000, 225,000 farm wagons, vith a value of nearly $25,000,000, and 412,000 haying machines with a value of nearly $25,000,000 were manufactured in the United States during the year of 1920, according to detailed reports from 583 manufacturers summarized by the United States Department of Agriculture. The total value of implements manufactured was $537,000,000, and gas tractors constituted more than one third of the total.

The exact number and value of these and other classes of equipment manufactured—of those sold in the United States and of those sold for export during the year—are givon in the accompanying table.

These figures are a summary of detailed reports in which 583 manufacturers of tractors, farm implements, vehicles, and other farm operating equipment recently gave to the Division of Agricultural Engineering. Every manufacturer of farm equipment in that country was asked for a report of his activities, and while a few did not respond, it is certain that at least 99 per cent. of the entire industry is represented in the figures shown, and for most classes of equipment the information is practically complete.

The reports of a considerable number of firms covered fiscal years ending in the latter part of 1920 or the early part of 1921. The reports of such firms do not represent exactly their activities for the calendar year of 1920, but in every case the report covered an entire year, and it is believed that for all practical purposes the totals may be considered representative of the industry for the calendar year.

Under the heading of vehicles,

A PROFIT-MAKER FOR FALL TRADE

Crescent Plow Shares

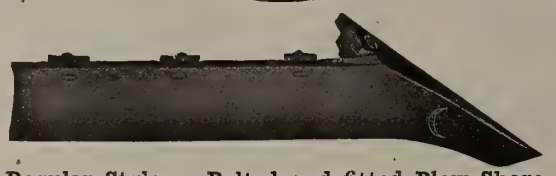
Leaders - - in Forge and Furrow

OVER 1500 PATTERNS
Get the latest lists. Lay in a stock. It will pay you.

CRESCENT FORGE & SHOVEL CO. TRUE FIT TRADE MARK HAVANA, ILL. U.S.A.

OVER 1500 PATTERNS
The fit of every Crescent Plow Share is guaranteed.

WHEN you sell Crescent Shares you have a Share to suit practically every plow in use in Western Canada. The Fall demand is here. Don't overlook this profitable line. You can stimulate your business by selling Crescent Shares.



Regular Style. Bolted and fitted Plow Share. Perfect in fit. Best in quality.

Crescent reinforced Shares are foremost in quality, accuracy of fit and grade of materials. Our three-ply soft centre steel and crucible steel are rolled exclusively for this class of manufacture. Share production is our specialty. Every share ready to attach.

Quick Turn-over. Nice Profit for Dealers.

Crescent Engine Gang Shares. Fitted and Bolted. Unequalled for Power Outfits.

Reverse side of Regular Style Share. Note the wide REINFORCED POINT and WELD.

A COMPLETE STOCK, to suit all Western Canadian requirements, is carried by our distributors in Winnipeg and Calgary. Size up your demand. Get the types to suit the plows in your territory. YOU CAN'T HANDLE A BETTER SPECIALTY.

Place your order.
Specify "Crescent." Write Ackland's.

TRUE FIT TRADE MARK — Crescent Forge & Shovel Co. — TRUE FIT TRADE MARK

HAVANA, ILL., U. S. A.

Sales Agents for Western Canada :

D. ACKLAND & SON, LIMITED

WINNIPEG AND CALGARY.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. *Ltd.*
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

approximately 228,000 farm wagons and 132,000 buggies were reported.

Other items manufactured in the year included: 222,587 cream separators, 10,775 farm elevators, 15,093 feed and litter carriers, 268,287 gas engines, 103,036 manure spreaders, 29,555 milking machines, 11,000 spraying machines, 24,064 stalk cutters, 75,736 wind mills, 40,566 wood-sawing machines, 500,690 pumps, 24,052 silos, 9,639 wood grain threshers, and 7,260 steel threshers.

In the table shown the number of tillage implements not being stated is due to the fact that in the case of harrows only the number of sections were reported, not complete harrows.

According to size and horsepower, the tractors manufactured are listed according to the brake horsepower. The following figures show production of the leading types: 9-15 b.h.p., 3,366; 16-18 b.h.p., 107,782; 19-22 b.h.p., 39,964; 23-26 b.h.p., 18,073; 27-32 b.h.p., 19,861; 33-39 b.h.p., 1,410; 40-59 b.h.p., 3,684; 60 b.h.p. and over, 1,389.

Eastern Canadian Tractor Demonstration.

The annual plowing match and tractor demonstration under the auspices of the Ontario Plowmen's Association will be held at the Hospital Farm, Woodstock, in October. It is expected that forty thousand persons will witness the demonstration. Manufacturers of farm machinery are to have exhibits of all types of implements used in Agriculture.

Lighting Plants Popular in U.S.

Figures compiled by the lighting plant manufacturers in the United States show that over 350,000 electric plants have been installed in farm homes up to December 31, 1920 The report further indicates that whereas most farmers installed these electric plants to have electric light in the home, a great majority have purchased electric washing machines, churns, and other household labor saving conveniences to lighten woman's labor.

Many thousands of water systems operated with an electric motor have also been installed in farm homes; and the milking machine operated with an electric motor is finding great favor —especially on farms where it has been necessary to have the women do all, or part, of the milking.

Massey-Harris Manager Negotiates Payment in Germany.

On July 19th Thomas Bradshaw, general manager of the Massey-Harris Co., Ltd., returned to Toronto after a visit to Berlin. While in Germany he successfully negotiated the claim of the Massey-Harris Co. for $1,500,000 owing it by German creditors since before the war.

At the outbreak of the war the Dominion government seized the large stock and other holdings of Germans in Canadian companies, all of which were vested in the Canadian Government. The total amount of these holdings is said to have been $30,000,000. Now that the war is over this amount is credited to Germany, but is first to be used to satisfy all Canadian claims, which reach an estimated total of $10,000,000.

New Model Twin City Tractor.

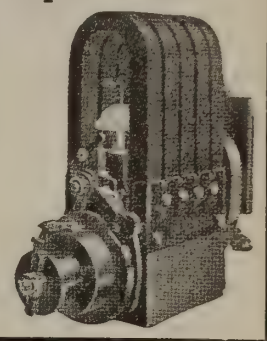
The Twin City 20-35 tractor, manufactured by the Minneapolis Steel and Machinery Co., Minneapolis, Minn., is the latest model to be produced by this company and follows the design of the 12-20 tractor. It has similar features, such as removable cylinder sleeves, counter-balanced crankshaft, double intake and exhaust valves, and pressure feed lubricator. In the engine for the new tractor the cylinder heads are cast in pairs instead of all four heads in one casting.

Magneto Replacements and Repair Parts

Threshing time is Magneto time. Tractor owners will want both magnetos and parts.

We stock the best magnetos in America and a complete line of parts for all systems.

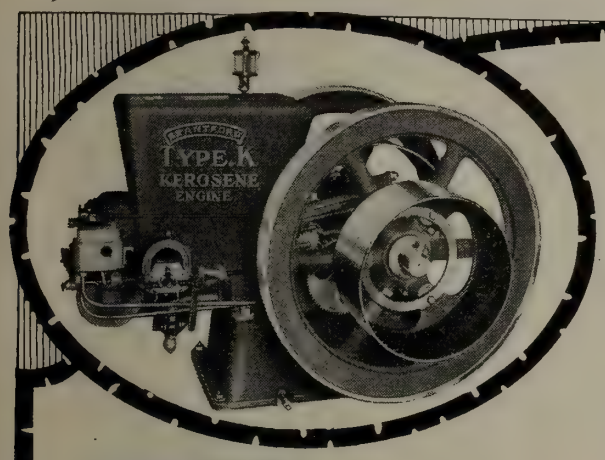
You can get better service and prices from the Acme.



Acme Magneto & Electrical Co. Ltd.

148 PRINCESS ST. : WINNIPEG, MAN.

The Foremost Electrical Repair Shop in Canada



ASSURE A DEMAND FOR YOUR LINES DURING FALL

During the Fall months it is more important than ever before that the dealer handle lines for which there is a demand—known machinery that sells on the basis of quality. Now is the time to grasp the opportunity afforded by G. S. M. Machinery.

The "Beaver Tractor", "Ideal" Windmills, "Maple Leaf" Grinders, "Ideal" Kerosene Engines, Concrete Mixers, Steel Saw Frames, Power and Hand Pumps, Pumping Equipment, Steel Tanks. We also handle Plows, Threshers, etc.

Type "K" Brantford Kerosene Engines

Solves the Farmers Help Problem

Made in three sizes; 2, 4 and 7 H. P. Adaptable, reliable power for every farm job. A better engine at a price that meets any competition. Simple design, easily operated. Uses cheapest fuel. Speed change device, governor, magneto ignition. Fuel tank built into engine base. Get a Brantford on the floor—sales follow.

"Maple Leaf" Grinders are in Big Demand Sizes: 6 to 15 inch Plates

Their reputation for quality work and great capacity is such that they sell easily. Have end-thrust ball bearings, flexible plates and ajustable shake. Built for smooth, even operation at the highest speeds. Demonstrate their capacity to your customers.

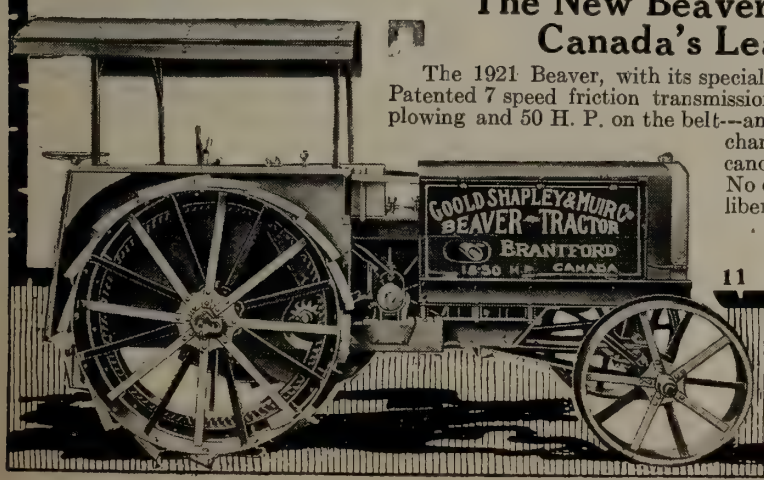
"Ideal" Double-Geared Pumping Windmills

For inbuilt value the best pumping outfit on the market. Few working parts. Wide-faced, special steel gearing is fully protected. Roller and ball bearings assure operation in the lightest breeze. Automatically adjustable to the wind; governor works independent of brake. "Pull-in" design; automatic braking prevents wrecking. Towers strongly braced and girted every 5 feet.

The New Beaver 15-30-- A Real Power Investment Canada's Leader for Haulage or Belt Work

The 1921 Beaver, with its special 4 cyl. 5x6¼ motor is the most efficient tractor built in the Dominion. Patented 7 speed friction transmission reduces working parts 15 to 20%. Gives even, steady pull for fall plowing and 50 H. P. on the belt—ample power for the heaviest threshing. Uses kerosene, no carburetor changes. Smooth clutch action, no jerking, perfect control. Heavy frame, canopy; simple and effective steering device.

No duty—no exchange— reasonable price. Get our attractive sales offer and liberal quantity discount to the trade. Dont delay; secure territory NOW.



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Goold Shapley & Muir Co. Limited

Distributing Warehouses: Portage la Prairie, Calgary, Edmonton, Saskatoon

Factory—Brantford Western Head Office—Regina

A Ready-Made Advertising Campaign for the Dealer

We have often commented upon the fact that one of the most efficacious methods the dealer can use to secure a steady demand for the lines which he handles is to arrange for consistent advertising space in his local newspaper. Such advertising should be seasonable, and that it has proven to be profitable every dealer who advertises consistently will admit.

Many dealers, however, are not expert ad: writers; they in cases leave the preparation of the copy to the local editor, which is not always satisfactory. In this connection the dealer should avail himself of the dealer advertising service instituted by many manufacturers, who supply advertisement cuts ready for insertion, all that is necessary being to insert the name and address of the dealer.

We recently received from the advertising dept. of the Ontario Wind Engine & Pump Co. Toronto, a very attractive booklet containing a series of sixteen business building advertisements for dealers handling the "Toronto" line. These advertisements deal with the products of the company, silos, ensilage cutters, windmills, pumping engines, feed grinders, saws, litter carriers, stable equipment, etc.

Jas. Fairbrother, advertising manager of the company, states that they operate this dealer advertising service on a fifty-fifty basis. The Ontario Wind Engine & Pump Co pay half the cost of the advertising in the dealer's local paper, and provide the solid plate advertisements free. The only proviso made is that the liability for one year must not exceed $25.00 for any one dealer of the company, and proof of the insertion and account must be rendered within one year.

An order form is provided in the book of proof advertisements so that the dealer can instruct the company as to the weeks in which he wants insertion made. The company then arrange for the insertions of the advertisements specified so that the dealer is saved all trouble. Should he use the maximum grant, $25,00, this will represent $50.00 worth of advertising in his local paper which should have a good effect upon his local demand.

The Ontario Wind Engine & Pump Co. have found that in Ontario territory this Dealer Advertising scheme has been well supported by their dealers, and has been very effective in conjunction with their very extensive farm paper advertising, which gives general publicity to their lines.

Western dealers should also avail themselves of this advertising assistance, which will be well worth the small cost entailed. Mr Fairbrother advises us that full details may be had from the head office of the company at Toronto, or from the western branches at Winnipeg, Regina and Calgary.

Canadian Company Enters U. S. Market.

This year the Massey-Harris Co., Toronto, entered the U. S. in search of a market for the Massey-Harris reaper-thresher. A carload of these machines, made in the Toronto factory of the Company, were shipped to Kansas for sale through the Kansas City branch of the Massey-Harris Harvester Co., Inc. The reaper-thresher has a twelve-foot blade, is equipped with an auxiliary engine to furnish the power to operate the machine, and can be pulled by a small tractor. The machine has been exported for a number of years to South America, Australia and parts of Africa.

Chickens come home to roost if the flivver doesn't break down.

Lister-Bruston Automatic Electric Lighting Plants

Give Dealers a Wonderful Market

Adapted to farm or town use. A big sales opportunity for dealers. Made in 14 sizes. Capacity from 40 to 1500 lights. A size to sell for every demand--farms, town homes, churches, schools, halls, municipal use, etc Driven by the famous single, twin and four cyl. Lister slow-speed engines. Direct connected to protected dynamo. Electric throttling governor.

Now is the Time to Get the Orders

We also supply belt-driven plants — storage battery — a lighting plant combination for any requirement. Tell us what your customers require. We will advise you.

Melotte Cream Separators

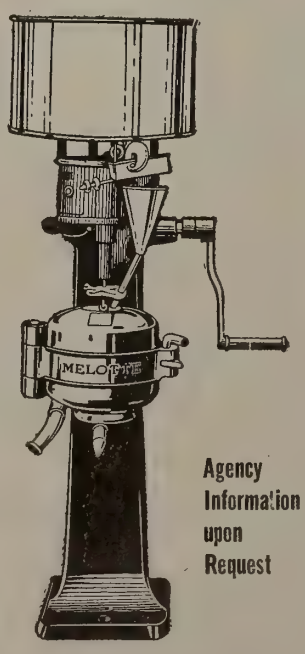
12 SIZES: CAPACITIES from 280 to 1,300 Pounds

After 30 years' continuous service the Melotte still leads. Over a million in use. Self-balancing, frictionless bowl. Unequalled for quality construction and close skimming. Good business and good profits go with this line.

FOR FALL TRADE---HANDLE LISTER

THE LISTER LINE INCLUDES:

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister-Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Power Pumping Outfits, etc.



Agency Information upon Request

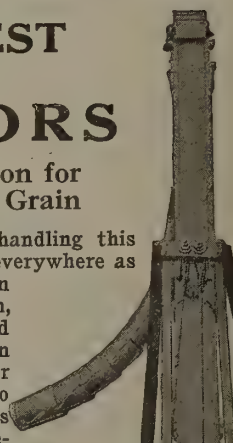
R. A. LISTER & CO. (Canada) Ltd.

WINNIPEG TORONTO

GREAT WEST Swivel Hopper ELEVATORS

Sell on their Reputation for Efficiency in Handling Grain

Increase your fall business by handling this line. The Great West is known everywhere as Canada's leading Portable Grain Elevator — foremost in design, construction, convenience and capacity. Will elevate more grain per horse-power than any other elevator. For loading grain into granaries, or loading cars, it has no equal. From 2½ to 3 horse-power operates it.



Get the Agency for Them.

—

The Elevator that excels all others

Act Now! Line Up Your Prospects. Place Your Orders and Assure Delivery

We are now placing contracts, and now is the time to get orders for fall delivery. We only appoint one agent in each town. Will you be the man? Investigate now — not later. The Great West Elevator means added prestige for you, and a nice profit on every sale.

We only manufacture to meet the demand. Now is the time to place your orders to avoid disappointment. Each year our entire output is sold—over 50 per cent filling export orders in the U.S. Don't delay—assure your supply.

We also distribute Edwards' Convertible Engines, 1½ to 6 horse-power, Eagle Straw Spreaders, Wonder Wild Oats Separators, Woodham Harvester Hitches, etc. Get catalog and liberal agency offer.

HENRY RUSTAD

416 CORYDON AVENUE WINNIPEG, MAN.

THE MACHINERY DISPLAY AT BRANDON FAIR.

(Continued from Page 6)

Marshall-Wells Co., Winnipeg, had on view a line of "Sunoco" motor oils and greases for car and tractor use, as manufactured by the Sun Co., Philadelphia, Pa.

The North Star Oil & Refining Co., Brandon, showed their William Penn motor oils, Red Sta, gasoline, and White Star coal oil, also French Auto oils. H. Johnson was in charge.

The Canadian Stover Co., Brandon, showed their line of engines, washers, cream separators, feed cutters and crushers, auto accessories, etc.

A. H. Pohl, Gladstone, showed a large grass and thistle digger of new design, an endless belt machine equipped with strong teeth with spring action, so that when the weeds are lifted they are discharged behind the machine. The digger operates by a 5 h.p. engine geared to the drive chains, or can be pulled by teams.

The Genco Farm Lighting Co., Brandon, showed their Genco electric lighting plants, a compact and practical installation. Automatic regulation and radiator cooling are features in this plant.

The Townsley Mfg. Co., Brandon, showed their "combination" grain cleaner and grader in two sizes, one operated by power, also a line of their ventilators and "Superior" litter and feed carriers and steel mangers.

A. L. Campbell, Brandon, displayed a line of wire fencing, gates and barn equipment.

H. Cater, Brandon, showed a complete line of his iron and wood pumps, also pump jacks and stock tanks of different designs. In addition Star 8 foot windmills were shown at this stand.

The Canadian Hoth Hay Mower Co., Stonewall, displayed their Hoth mower, a machine that moves along a double track in the barn under the hay fork. By means of a tilting bed the hay is discharged from the mower, turned over and delivered flat at any point desired. A model showed the operation of this device when rigged up in the barn, a great saving in labor being evident.

John E. Denison, Ltd., Brandon, local agents for the Samson Tractor Co. of Canada, displayed two model M Samson tractors, also Samson double discs and a Samson two-furrow tractor plow.

The Cleveland Tractor Co. of Canada, Ltd., Winnipeg, had in operation two of their 12-20 h.p. Cletrac machines, one hitched to a Cockshutt three-furrow plow The finish of Cletrac parts was shown by a display of parts mounted on a board. D. L. McQuarrie was in charge of this display.

The Woolston Automatic Binder Knotter Co., Winnipeg, were showing their line of binder knotters for different makes of binders.

Rumely Oil Pull discing, seeding and harrowing at Fargo Power Farming Demonstration. At right—the Oil Pull ploughing tough sod.

Dutton-Wall Lumber Co., Winnipeg, displayed a model of their hollow wall silo, and a full size section showing their door construction.

The Link Manufacturing Co., Portage la Prairie, displayed their Liberty Grain Blowers, simple air blast machines with a capacity of 300 to 800 bushels per hour. One was operated by a Cushman engine. The company also displayed their line of Link tractor tenders, a very handy rig for the tractor owners, which handles fuel, oils and water in tanks tilted by a ratchet and lever device. H. C. Wallace was in charge of the exhibit.

The Robert E. Bell Engine & Thresher Co., Winnipeg, showed one of their Imperial 15-30 h.p. tractors driving a 20-32 Imperial separator fully equipped, also another Imperial tractor driving a 28-50 separator. A third Imperial separator, 24-40 in size, was unattached. The tractors were nicely finished in white enamel D. B. McEwen was in charge of the display of this company.

Imperial Oil Limited, Brandon, showed a complete line of their Polarine oils and greases, kerosene tractor oils, Premier gasoline, Royalite kerosene, lubricat-

Wilkie

Don't

Be a "Sucker" and pay fancy prices for your Piston Rings when you can procure "WILKIE" PISTON RINGS at reasonable prices.

The Packard Motor Car Co., of Montreal, along with several other conservative Canadian buyers, have adopted "Wilkie" Piston Rings as their Standard Rings and their only regrets are that they didn't do so long before.

"Wilkie" Piston Rings are made in Canada by Canadian labour for the most exacting requirements. Every Ring is guaranteed to be as nearly perfect as modern machinery and brains can produce, and all we ask is that you demand from your Dealer or Jobber a trial set.

You owe this to yourself, your car and to ourselves. If our claims are found incorrect tell us where ; we would be mighty interested in knowing.

For your own protection we strongly suggest that you place your order as early as possible as the fall is coming on and from the way orders are coming in our capacity is going to be somewhat taxed.

Don't worry about the sizes as we are prepared to make almost any size from 2½ to 6½.

WINDSOR MACHINE AND TOOL WORKS

312-316 Pitt Street West - - Windsor, Ont.

ing oils, etc. Their products were used by the great majority of tractors in use on the grounds.

The Twin City Separator Co., Winnipeg, showed their Bull Dog fanning mills in 32 and 40 inch sizes, also their three and six roll wild oat separators, models A and C, and their Bull Dog smut machines.

The Emerson Manufacturing Co., Winnipeg, showed the Emerson wild oats separators in three and six shoe sizes, the mills being operated by the Hafa-hors engines as sold by this company.

The Winnipeg branch of the Ontario Wind Engine & Pump Co. had a very complete display of their lines in charge of C. W. Cooper, manager. The display comprised a wood stave Toronto silo, Toronto 10-inch silo fillers, 6 and 8-inch Toronto flat plate grinders; a 1¾ h.p. Toronto pumping engine with pump jack, in operation. We also noticed 3 and 5 h.p. Toronto kerosene engines belted to grinders, saw frames, an eight foot double-gear Toronto pumping windmill on a stub tower, seven styles of Toronto pumps and a line of tubular cylinders and pump jacks. C. C. Ryan and H.. G. Dulmadge assisted Mr. Cooper.

J. B. Hathaway, Brandon, was showing a centrifugal thresher of novel design, being a cylinder body with screens and beater and a blower attachment. The inventor claimed that this thresher would handle capacity equal to the average twenty inch cylinder thresher of ordinary design. The machine was operated by a 10-20 Heider tractor.

The Massey-Harris Co., Ltd., Brandon, had a very complete showing of their lines, including a Massey-Harris 12-22 tractor, which operated a 12 inch ensilage cutter. Massey-Harris grinders were shown in various sizes, also a line of power cultivators, 10-ft size. In addition were Massey-Harris manure spreaders, corn cultivators and a power lift drill operated by a Massey-Harris 2 h.p. engine. A ten-inch throat ensilage cutter was operated by a 4½ h.p. engine, and Massey-Harris cream separators were on view in 400 and 500 lb sizes. A complete wood sawing outfit completed a nice display, which was in charge of Will Clark.

The display of the Cockshutt Plow Company, Winnipeg, was one of the most complete they have ever put on at a western exhibition. The frontage was tastefully decorated with flags and streamers, with the Cockshutt Made-in-Canada line emphasized. In the foreground, and of especial interest as showing the development of manufacturing implements in Canada, was the first plow, (of wood) built by J. G. C. Cockshutt in the early days of the implement industry in the Dominion. A 7-ft Frost & Wood binder was prominent in the front of the large space occupied by the company's lines, also Cockshutt power lift drills in 20 and 24 sizes. Scrub breakers, 20 and 24 inch size stood alongside three and four furrow disc plows. A Cockshutt manure spreader was flanked by 7, 9 and 12 ft cultivators. A Rustad portable grain elevator handled by the company stood beside a line of potato planters and diggers. Two-row corn planters and scufflers, root scufflers, harrow carts and stationary engines completed a very attractive display, which was in charge of A. H. Ellis, D.. P.. Duncan and M. Cameron.

Henry Rustad, Winnipeg, displayed in operation his well known line of portable grain elevators, machines which have a capacity of 700 to 800 bushels per hour. Only 2½ to 3 h.p. are required to drive those elevators, which are of excellent design and handle a remarkable capacity with the greatest ease. Mr. Rustad also showed the Wodham harvester hitch on a Frost & Wood binder. This simple device is easily installed, and is very simple in design. No gears or bearings are used; each binder pulls directly from the engine. A patent sliding pole with rope attached makes a simple control for swinging the binder in or out of the grain, allowing sharp turning at the corners. The Wodham hitch is adaptable to any binder or tractor, and is manufactured in Winnipeg.

The International Tractor Co., St. Boniface, Winnipeg, showed a Stinson heavy-duty tractor in operation.

The Garden City Feeder Co., Regina, had on view one of their 30-inch steel feeders, also a 32-inch type with long carrier. They also exhibited their line of Caswell belt guides. M. Davidson, local agent, was in charge.

The Western Canada Motor Car Co., Winnipeg, displayed one

"STAR" FITTED PLOWSHARES

Will Put New Life in Your Business this Fall

Get ready for the demand for Fall plowing. STAR Shares are known everywhere, and sell easily. Finished complete with bolts, ready to attach to the plow. Sell STAR Shares and you create satisfied customers,

Guaranteed Perfect in Quality, Fit and Finish.

There's a "STAR" for Practically Every Plow in Use

A Reinforced Landside Strengthens the Weld

Now is the time to lay in a stock. You'll get quick turn-over and good profit. The STAR is a business builder in any territory. Size up your demand. Place your order with the nearest jobber. See list below.

ORDER FROM OUR JOBBERS

Wilkinson-Kompass Limited Winnipeg
F. G. Wright & Co. Winnipeg
J. H. Ashdown Hardware Co. Winnipeg, Saskatoon and Calgary
Western Implements Ltd. Regina
Metals Limited Calgary and Edmonton
Western Canada Hardware Co., Lethbridge

Ask for Latest Lists

Made Exclusively by the

Star Manufacturing Company

Carpentersville, Ill., U.S.A.

CANADIAN PACIFIC RAILWAY

A TIP TOP VACATION TRIP TO

VANCOUVER-VICTORIA-SEATTLE

AND OTHER PACIFIC COAST POINTS

SUMMER TOURIST FARES

On Sale Daily to September 30, 1921. — Final Return Limit, October 31, 1921
Optional Routes—Stop-Overs Allowed

ENJOY THE GRANDEUR OF THE

CANADIAN PACIFIC ROCKIES

Stop at BANFF, LAKE LOUISE, GLACIER, SICAMOUS

THREE TRANSCONTINENTAL TRAINS DAILY EACH WAY, INCLUDING THE

"TRANS-CANADA LIMITED"—A Time-Saver

EXCLUSIVE SLEEPING CAR TRAIN

For full information, call or write to-day any agent of the

CANADIAN PACIFIC RAILWAY

of their 1½-ton National motor trucks.

Beside the stock barns, the De Laval Company, Ltd., Winnipeg, displayed the De Laval milking machine in operation, this labor saving equipment being a big centre of attraction. They also showed De Laval cream separators in 350, 500 and 700 lb capacities and 1¾ and 3 h.p. Alpha engines. The display was in conjunction with the Brandon Heating & Plumbing Co., local agents for the De Laval Co.

McDonald Lumber Yards, of Winnipeg, showed one of their McDonald Tecktonious silos.

Manufacturers' Bldg and Grand Stand Exhibits.

Several companies had space in the display area below the grand stand, and also in the manufacturers' building. In the former location the Western Canada Motor Car Co., Winnipeg, showed their special Studebaker cars and the Studebaker light six, also Gray-Dort standard and special models.

Willys - Overland, Winnipeg, displayed coupes, roadsters and sedans of the Overland cars.

Winnipeg Motor Cars, Ltd., Winnipeg, showed the first automobile to be built by their company. This car, known as the "Winnipeg," has a four cyl. L-head motor, 3½x5, giving 35 h.p. at 1800 r.p.m. Transmission is selective sliding gear type; three speeds, forward and reverse. The Hotchkiss drive is used, and in general construction and body design the Winnipeg car is a well finished and serviceable type.

The Breen Motor Co., Ltd., of Winnipeg, displayed the Oldsmobile, model 4, and the Auburn Motor Sales Co., Winnipeg, their Auburn Beauty-Six touring car.

Jos. Maw & Co., Winnipeg, displayed their Reo Speed Wagon with plain body, and also with special grain-box body for farm use. They also showed the Reo Six touring car.

Williams Motor Co., Winnipeg, showed Maxwell touring cars and a Maxwell truck with grain body and sliding door for dumping the grain. They also showed Chalmers 5 and 7 passenger cars, and Maxwell and Chalmers parts.

The Maybuilt Radiator Co., of Winnipeg, showed a line of their radiators for cars, trucks and tractors, also core sections and top and bottom chambers for their product.

The Brandon Hardware Co., Brandon, exhibited a complete line of auto accessories, tires, plugs, pumps, tubes, jacks, oil gauges, etc.

The Liquid Air Co., Winnipeg, gave a demonstration of gas welding with their apparatus, showing complete welding outfits, tanks, filler materials and decarbonizing outfits. G. A. Brown, manager, was in charge.

The Acme Magneto & Electrical Co., Winnipeg, had a tastefully arranged booth in charge of G. R. Cormack, sales manager. They had a complete display of Bosch, Berling, Dixie, K-W and other magnetos and parts for the same, also Dixie magnetos showing the firing system. This company demonstrated the magneto parts service they offer the trade for all types of magnetos. A special feature was their K-W "mystery" magneto, running without any connection, which, as usual, remained an unsolved electrical problem to all who saw it.

W. R. Renton Co., Winnipeg, showed a line of Hassler Shock Absorbers, one being demonstrated under tension.

The British American Oil Co., Winnipeg,, showed a line of their Woco motor oils, B-A gasoline, greases, etc.

The Everlite Company, Winnipeg, showed their 1¼ kw. "Everlite" plant for farm and home use, which was operaated by a 3 h.p. engine, giving capacity for 62 lights. In addition to charging the battery and running a large light board, this plant operated a N. 6 Bull Dog grain cleaner, the latest model developed by the Twin City Separator Co., Winnipeg. This compact light and power plant attracted much attention, also the fine finish of the parts shown on a display board.

Jas. E. Yates & Co., Brandon, showed the Caloric pipeless furnace, as made by the Monitor Stove Co.,, Toronto. They also showed the "Electrion" lighting plants, 50 light capacity, septic tanks, etc.

The Petrie Mfg. Co., Hamilton,

POWER

For Threshing and All Belt Work

After the seeding and the harvest---the Gray Tractor continues to earn money for owners and agents. It furnishes abundant power for threshing, ensilage cutting, feed grinding, and other belt work. Will operate a 28 inch separator fully equipped with feeder and blower.
The Gray is the all-season tractor---an investment in POWER that will pay steady dividends.

Our reduced prices and terms make the Gray Agency an attractive proposition. Some good territories still open. Write for details.

Gray Tractor Co. of Canada, Limited

Office and Showrooms, Dept. I, Lombard St., Opp. Grain Exchange
WINNIPEG
WESTERN DISTRIBUTORS:
Northern Machinery Co., Lethbridge and Calgary; C. Waring Co., Moose Jaw; The Tractor Co., Ltd., Saskatoon.

We have Made the Price so that You can Make the Sales. Get busy on the

LINCOLN No. 2

24x46-in. SEPARATOR

Every Tractor Owner a Prospect

Dealers are offered a price that cannot be equalled in Western Canada — a Thresher that will add prestige to their business

Equipped with Self-Feeder and Plain Bagger

Now is the time to Act. Full details and price by return mail. Apply for Territory at once.

Conditions point to a shortage of Threshers this year. Look ahead—line up your local demand. Get a Lincoln 24 x 46. Show farmers its fine constructional features. Quote our price—and you get the business. The Lincoln 24x46 is strongly built, easy running and has remarkable capacity. Just the size for owners of 10-20 or 12-24 tractors. Gives perfect separation—getting every kernel. It cleans the grain ready for market. Our 1921 price assures you big sales, and the farmer gets real thresher value and a machine that will handle the heaviest crop quickly and economically.

SPECIAL DEALER TERMS on 2-3 Bottom Tractor Plows and 24 and 40 inch Langdon Feeders. Only a limited quantity at Snap Prices. Get in on this Offer.

CUSHMAN BINDER ENGINES

Save a Team and Save the Crop. Real economy for the farmer—and an engine he can use for every farm purpose

4 H.P. Cushman Engine on Binder. The One and Only Successful Binder Engine.

4 H.P. Cushman Binder Engine is the necessity, in either a wet harvest or where an abnormal stand prevails, for in each case it is the only assured way of getting off the crop. The engine operates the binder. The horses draw the load. Engine weighs 167 pounds.

We still distribute the HANSMAN BINDER HITCH. Turns a square corner. Adaptable to any binder. Ask for prices.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. C.F., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

showed a line of Magnet cream separators in a variety of sizes.

The Made-in-Brandon Exhibit.

An innovation this year was a Made-in-Brandon exhibit, which was displayed in a large tent Seventeen concerns showed a remarkable variety of goods manufactured in the Wheat City, and this section was one of the most interesting at the fair. Among the farm equipment and supply concerns who showed were:

Brandon Heating & Plumbing, Ltd., who displayed their automatic grain picklers, incubators and brooders, steel hog troughs, steel tanks, tank heaters, grain sprouters, barn ventilating systems, etc.

The Currie Mfg. Co. showed a line of their store fixtures, millwork and truck bodies.

The Brandon Pump & Windmill Works showed a line of subsoilers, and their wood pumps in a variety of sizes.

The Brandon Harness Company exhibited a range of both light and heavy harness.

W. Bourke & Co. displayed their lace leather, robes, halters, etc., and the W. A. Qua Co. showed their tents and awnings.

The North-West Pump Co. had a very nice stand in which they displayed their wood and iron pumps and pump jacks, clothes reels, and Non-such gopher poison.

The Townsley Mfg. Co. exhibited their lightning rods, ventilators, barn and stable ventilating systems, grain graders and cleaners, etc.

Link Manufacturing Company Suffered Fire Loss.

On the night of July 26th fire broke out in one of the warehouses of the Link Manufacturing Company, at Kansas City, Mo., resulting in a loss of around $29,000. The stock destroyed was Liberty grain blowers, which were in storage for the Canadian demand, being only protected by insurance to the extent of $12,000.

The company have their Canadian branch at Portage la Prairie, where they have manufacturing facilities. It will, however, be to the advantage of Western dealers to specify their requirements for Liberty grain blowers to the Portage office early, as owing to the fire the supply will necessarily be restricted this season.

Fordson Production.

A report from Detroit, Mich., states that more than 6,000 Fordson tractors were built at the Rouge plant during May, the biggest month since work started at this plant, an average production of 250 tractors daily being maintained. By June 21 there had been more than 20,000 tractors assembled at the Rouge plant. The output in June averaged 240 daily.

LET'S GO!

TO PACIFIC COAST OR EASTERN CANADA FOR OUR SUMMER VACATION

A "JIM DANDY" VACATION

TOUR ON THE CANADIAN NATIONAL

PACIFIC COAST — Through Canadian Rockies, Choice of Routes on Land and Sea, Going or Returning. Low Summer Tourist Fares Now in Effect Liberal Stop-overs. See Jasper Park and Mt. Robson.

EASTERN CANADA — All Rail and Lake and Rail, Choice of Routes. See Toronto — Quaint Old Quebec—The Thousand Islands and Magnificent Niagara Falls. Sail Down the St. Lawrence.

:-: LET US ASSIST YOU IN PLANNING THE VACATION :-:

On your trip East have your travel plans include a few days at "Minaki Inn," 115 miles east of Winnipeg

DECIDE NOW To take a holiday. You owe it to yourself and family. Get suggestions and full information as to fares, reservations, train service, etc., from any agent. Ask for Tourist Booklets, they're free.

W.E.DUPEROU,
General Passenger Agent
WINNIPEG, MAN.

FOR SERVICE — Canadian National Railways — FOR COMFORT

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Department, CANADIAN FARM IMPLEMENTS, Winnipeg.

E. T. W., Sask.—You can obtain a line of grain saving guards from D. Ackland & Son, Ltd., Winnipeg.

P. L. McN., Sask.—The following concerns manufacture and distribute lines of portable grain elevators:—Cockshutt Plow Co., Winnipeg; Henry Rustad, 416 Corydon Ave., Winnipeg; John Deere Plow Co., Winnipeg and the Link Manfg. Co., Portage la Prairie, Man.

J. W. G., Man.—The plow with the name "King Edward" is not a Pairen plow, but "Perrin". Production is now discontinued but the Tudhope Anderson Co. Ltd., Orillia, Ont., took over all repairs for this line. If you write Orillia, specifying the shares and parts required, they can supply you.

H. B. B., Alta.—Regret that we cannot identify the make of hay rake with ratchet wheel on centre of axle numbered T 204. We are making further enquiries. Can any reader identify this make of rake?

T. F., Sask.—The Canadian Fairbanks-Morse Co., Winnipeg, handle a line of flour mills for small town requirements. We have asked them to forward you full details of their mills.

R. & N., Sask.—You can obtain rollers for a Stover grain crusher by addressing the Canadian Stover Engine Co., Brandon, Man.

H. Bros., Sask.—The nearest point from which you can get repairs for a Buffalo-Pitts separator is by addressing the Wagner-Langemo Co., 418 North First St., Minneapolis, Minn.

S. C. S. Co., Man.—You can get repairs for the "Capital" cream separator by writing the National Manufacturing Co., Regina, Sask.

J. A. M., Alta.—Part DH78R is from a Bull Dog disc harrow, made by the La Crosse Plow Co., La Crosse, Wis. This line is handled by the United Grain Growers, Winnipeg. You may be able to get the part from the Calgary office; if not write the farm machinery department Winnipeg office.

A. J. R., Sask.—The correct address of distributors of the Avery line is the Canadian Avery Co. Ltd., Fountain & Henry Streets, Winnipeg. They also have a branch office in Regina, from which you can get closer service.

"Free Press", Winnipeg—The "New Eclipse" gang plow is made by the Madison Plow Co., Madison, Wis. Repairs can be had by writing the factory direct.

J. G. B., Sask.—The quickest way to get repairs for the Walter A. Woods rake will be to write the factory direct, addressing the Walter A. Woods Mower & Rake Co., Hoosick Falls, New York.

S. K., Sask.—We believe that the disc harrow with draft bearings 1418, quadrants 1371 and 1372, and lever latch 1144, is an old style "Evans" disc harrow made by the American Seeding Machine Co., Springfield, Ohio. We have written the factory giving a list of parts, and they will communicate direct if they can supply same.

F. R. S., Alta.—We regret that we can obtain no information regarding manufacturing source for a land roller with main bearing marked L77. Can any reader place this roller? Part 466, bearing for disc harrow, is for a disc made by the Syracuse Chilled Plow Co., Syracuse, N. Y. Part H 347 is for a disc harrow made by the Sterling Manufacturing Co., Sterling, Ill. In both cases, write the factory direct.

Manufacturers-Distributors-Wholesalers

Regular Trade Advertising Creates Buying Opportunities—and Cuts your Sales Costs

Build Business by Consistent Advertising in

Proven Reader Confidence and Reader Preference

CANADIAN FARM IMPLEMENTS

Western Canada's only Implement and Tractor Trade Journal

Reaches Tractor and Farm Equipment Dealers in Canada's Greatest Sales Territory

Our Subscribers sell Equipment to over 300,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine Oils, Greases, etc.

The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

MANY farmers have been out of the buyer's market for some months, but their needs are increasing daily. The best time to sell is when the farmer is receiving money. Farm trade will be better than any other trade this Fall. Now is the time to commence your Fall and Winter advertising campaign. Trade will come with a rush.

¶ The advertiser who has a widespread and efficient dealer organization—with adequate local stocks—will be most apt to get the early farm trade.

¶ Keep your product before practically every tractor and farm machinery dealer in Western Canada by concentrating your trade advertising in Canadian Farm Implements. Maintain your reputation for progressiveness in selling.

¶ Advertising in Canadian Farm Implements reaches an exclusive trade field. Every unit of circulation pays. You cater to the dealer's convenience, save his time and keep your lines before the trade effectively and economically. You help the dealer balance rival claims. When your salesman calls, your advertising has paved his way. It saves the time of both dealer and salesman—and you reach the very best type of dealer.

¶ We are back to *real merchandising*—to a question of *turnover* and *profits*. Back the quality of your goods by reaching the best men to sell your products. Lower your sales costs by using our pages.

Advertising Rates and Distribution of Circulation sent upon request

EVERY ADVERTISING DOLLAR BENEFITS THE LOCAL DEALER

Just as surely as if The Nor'-West Farmer mailed you a cheque each month, there is money coming into your store through farmer buyers who have been interested in your lines by advertisements in this paper.

For instance---a page of advertising in The Nor'-West Farmer is read by from 300 to 3000 farmer customers of yours, depending on the size of your territory. Of these a good number can profitably use the machines and goods advertised. They are favorably impressed with the quality and value of these lines and are good sales prospects. You can get your share of these advertising dollars by making the sale.

Dealer co-operation makes advertising successful. Advertising does not displace local salesmanship, but it does make sales much easier and increases your prospects. By featuring advertised lines in your salesrooms you are completing the channel through which the money, originally spent by the manufacturer in advertising to help you, can reach your cash register.

And this condition applies to every class of machinery and goods you handle. Leading manufacturers in every line, by advertising, are turning the bulk of the possible business to their dealers warerooms. Right now, during the harvest trade, advertised goods will sell where others cannot be moved, the turn-over will be quicker, the profit consequently will be larger and the capital involved much less.

Read the Nor'-West Farmer and make sure you are handling advertised goods that farmers will buy.

The Nor'-West Farmer

The Pioneer Farm Journal of Western Canada

Winnipeg - - Canada

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 9 WINNIPEG, CANADA, SEPTEMBER, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

National Importance of the Farmer

"While the farmer's place in the community has always been important, all classes now recognize, as never before, that the national welfare depends on increased agricultural production."

Manning W. Doherty
Ontario Minister of Agriculture

As the pioneer Bank of Western Canada we are bankers for the United Grain Growers, the United Farmers of Alberta and the Saskatchewan Co-Operative Elevator Company. 454

UNION BANK OF CANADA
Head Office : : WINNIPEG

CUT OUT and MAIL

The Canadian Hardware and Implement Underwriters,
802 Confederation Life Blg., Winnipeg, Man.

We have noticed from advertisements that you have for the last thirteen years given first class fire protection to hardware and implement dealers at one half the cost of stock companies and in addition have accumulated nearly $2,000,000.00 in net cash surplus. Also that you have been endorsed by the Ontario Retail Hardware Association and the Manitoba Retail Merchants Association.

Please send us literature showing how we can reduce our fire insurance cost 50%.

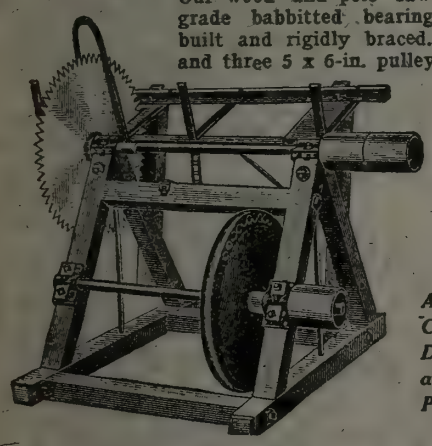
We would like your representative to call on or about .....

.....192

Name .....

City..... Province.....

Watson's Hardwood Frame Saws and Roller Crushers

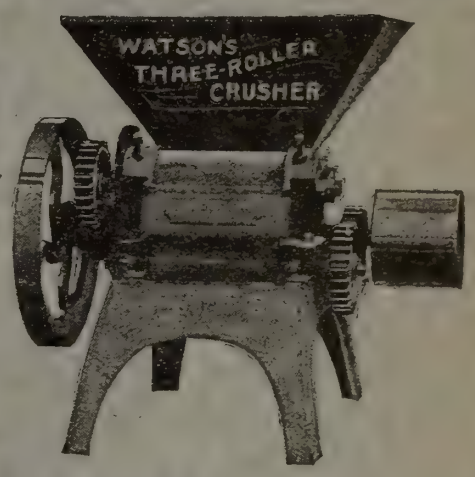


Our wood and pole saws have solid steel shafts and high grade babbitted bearings. Hardwood frame is strongly built and rigidly braced. Heavy, solid, balanced fly-wheel and three 5 x 6-in. pulleys. Complete saw mandrels supplied separately if desired, also blades in all sizes. Lay in a stock—now.

We Also Handle

Harrows, Feed Crushers, Pump Jacks, Horse Powers, Wheel Barrows, Sleighs Grinders, etc.

WATSON'S 3-ROLL GRAIN CRUSHERS are a line the dealer will find in big demand. The grain is fed to three grooved rollers, running at different speeds. Fineness of work quickly regulated by set screws. Strong iron frame; heavy fly-wheel. Pulley furnished as regular euqipment. Rolls, 12 x 6 inches. Power required, 6 H.P. and over.



Ask for Complete Details and Prices

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG, Man.

FITTED PLOW SHARES

Shares Stocked at Regina for every make of Plow

PLACE YOUR ORDER TO-DAY

HARROW TEETH — CUTIVATORS — PAINTED AND VARNISHED EVENER WOODS PLOW HITCHES WAGON SETS

CHRISTIANSEN IMPLEMENTS

Land Packers, Mulchers, and Plow Harrows

The House of Quality *We Ship Daily*

Write for Latest Catalogue

Western Implements Limited
Cor. 6th & Scarth St. Regina, Sask.

The Welcome Hand

A handful of money is welcome at most any time, but never quite so much as when death has claimed a loved one.

Protect Your Children's Childhood

Adequate Life Insurance means education for your children, clothing, food and the pleasures that are children's due.

Child Labor

Lack of life insurance means a family divided. Children stinted of schooling by the necessity of their labor adding to the family income. Poor food, poor clothing—children cheated.

Which ?

Which picture would you choose for your child's future?

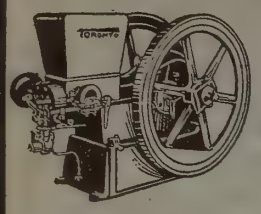
ENQUIRE FOR RATES

The GREAT-WEST LIFE ASSURANCE Co.

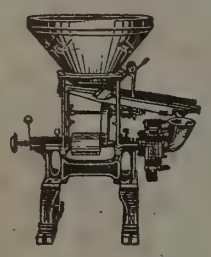
Dept "W"
Head Office : : WINNIPEG

ONTARIO WIND ENGINE & PUMP CO. LIMITED

TORONTO



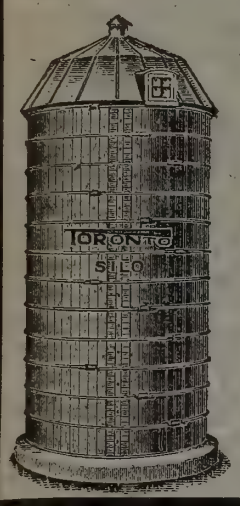
An Attractive Dealer Proposition in the Farm Equipment Line



If you appreciate the value of selling high-quality, nationally-advertised farm equipment—you'll line up with the "Toronto" organization.

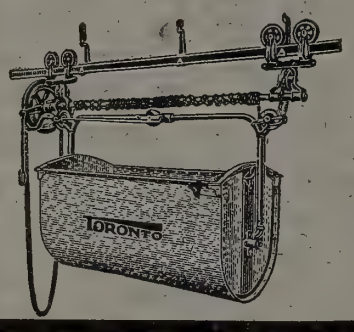
Toronto products have been on the market for years. They're advertised in the leading farm journals throughout the West. You'll find the word "Toronto" on windmills, engines, pumps, well drills and other labor-saving equipment all over Canada. Wherever Toronto products are used they prove sturdy, efficient workers at low cost.

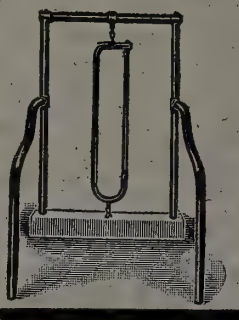
The "Toronto" agency can be made as profitable for you as it is proving now for many other dealers throughout Canada. We'll do our part in making it so. Drop us a post-card *now*—while you have it in mind. Learn the completeness and selling abilities of the Toronto line. Learn how we are prepared to assist you financially in advertising. Don't delay—send the card at once. We'll give you a prompt reply.

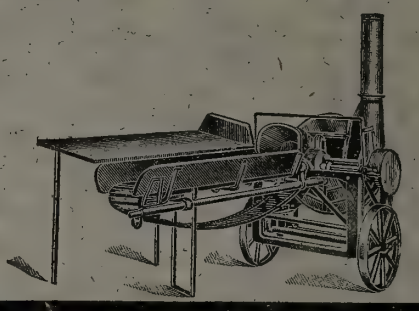


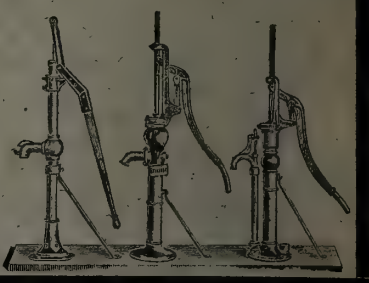
Ontario Wind Engine & Pump Co. (Western Branch) Ltd.

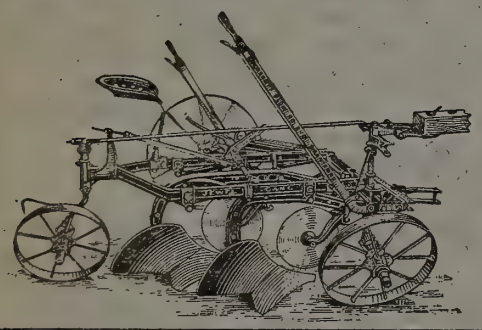
Winnipeg, Regina, Calgary. Eastern Offices: Toronto & Montreal.



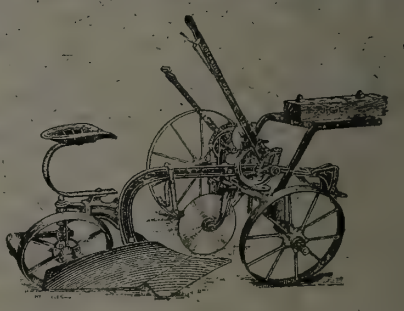








Good farming and good crops start with good plowing. Your customers this fall will want



COCKSHUTT PLOWS

THEY'RE the most up-to-date plows built—with a wide variety to choose from either for use with horses or tractor. Built especially to suit Western Canada conditions.

Cockshutt "Jewel" Gangs and Sulkies are very popular. Bottoms are raised or lowered by a foot lever. Easily operated and an inexperienced man can equal the work and make better time than an expert with an ordinary plow. Bottoms stay in ground and plow to a uniform depth. Other popular plows are: "Beaver" "Simplex" and "JGC."

Cockshutt Tractor Plows are leaders everywhere. Their reputation has been built on the splendid service they have given to their owners. You can get them in either moldboard or disc types and from a 2 furrow size up to 12 furrow. Moldboard plows fitted with either stubble or breaker bottoms.

Write our nearest branch to-day for full particulars of the Cockshutt lines of plows for fall work. They're quick sellers and make firm friends.

Cockshutt Plow Co. Ltd.

WINNIPEG REGINA SASKATOON
CALGARY EDMONTON

CANADIAN FARM IMPLEMENTS

Vol. XVII., No. 9 WINNIPEG, CANADA, SEPTEMBER, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c

What Dealers Think of the Readjustment Period

Retailers Suggest Features Necessary to Improve Demand.

The retail implement trade has ever had its problems to face, and this year these have been more baffling than ever before. Confronted on the one hand by the claims of the farmer that the prices for farm machinery were far too high when compared with the reductions in the price of farm products, and on the other hand by the claims of the manufacturers that the goods are priced as low as they can possibly be, the dealer is in no enviable position.

Letters received from many implement dealers throughout the Canadian West are unanimous in one opinion: that the demand for implements and machinery will not improve until the prices are lowered to the limit.

Dealers state that a sliding scale of reductions has not been effective in stimulating demand. The farmer simply thought that ten and fifteen per cent decreases were the beginning. He sat back and waited. As one dealer says: "What the manufacturers should do to-day is to hew the prices as low as they can and continue to do business. Then let them advertise the fact to the farmers and dealers—that the new prices were rock-bottom and that they would get no better price for a year to come. Realizing that he had at last offered him the best price he could get, the farmer will buy, for in the majority of cases the farmers are urgently in need of new machines in this territory. They have repaired and patched until the old machines are no longer usable."

The following views from Western Dealers in many ways voice the general opinion of the trade at the present time:

Co-Operation Will Help
By "Old-Timer"

"So far as I can figure out the present situation it seems to me that we will have to get a reduction of thirty per cent in the price of general implements in order to assure a demand. A similar price reduction will be necessary in connection with tractors and tractor tools so as to remedy conditions.

"Personally I consider that while we may have an added demand for some lines this fall it will not be up to anything like normal. Price reductions and a twelve-month guarantee that the new prices will be held to, are essential..

"It is safe to say that just the moment that a reduction is made in the price of the lines the dealer handles, the margins for the dealer will be reduced accordingly. Yet I maintain that our margin has not been increased in accordance with the advance taken by the producers of implements. According to all precedent, we dealers will have our margins lowered with the reduction in price which will have to be made.

"At no time in my memory of this business has it been more necessary that implement dealers be combined in provincial trade organizations. We will have problems enough to need the massed mentality of the entire trade. I do not believe that it would hurt if such implement trade associations were affiliated with the retail merchants' associations so as to have their moral support, but the dealers should have their own associations to take care of the difficulties incidental to this business. Retail merchants' associations have so many different businesses to see to that they cannot concentrate on the implement trade—and no business needs organizing so badly.

"One blessing may develop out of the present troublous time through which we pass: The side-line, part-time, dealer will be forced out of business through sheer economic necessity. In the war period any man could be an implement dealer. In the days ahead those of us who have spent our life in the game will show that we have the business training and ability to carry on.

"The manufacturers and wholesalers should co-operate closely with dealers, and where necessary should educate them by every possible means. Our interests are mutual. Not only they, but the retailers, want to see the best procurable class of dealer in the business.

"Too often we are only regarded as so much necessary deadwood, just to fulfil a function which costs the manufacturer very little but which means a whole lot to him. We want to develop a type of dealer who is trained and capable of getting the business without the assistance of special salesmen. The salesmen are fine fellows, but as we know they only add sales expense to the goods—and the dealer and customer must foot the expense bill.

"Dealers should concentrate on collections this fall as never before. Get in every cent you can. The dealer should not allow the farmer to have preferred creditors, but should make him pay to the extent of his ability. If the profits of the farm depend upon the implements we sell, then we are justly entitled to our settlement for goods sold."

Margin Should be Maintained
By W. A. H., Sask.

"To improve conditions in the trade the reduction on general implements will have to be about 20 per cent. In connection with the tractor business the matter of prices is more difficult. Some makers have reduced their tractors to pre-war prices, and I believe that this is all the dealer can expect. There is no approach to uniformity in prices in tractors as there is in small implements.

"This year conditions vary greatly, and where crops have been hailed out and rusted we cannot look for any improvement in fall trade.

"We certainly need organized effort in the trade today, and I believe that it would be better for implement dealers to join their provincial retail merchants' association, as in Saskatchewan at least they are doing all that is possible for the implement trade section.

"If present margins are left untouched when implement prices are reduced next year, they should be satisfactory."

Reduction of 35 Per Cent Needed
By "R", Sask.

"The course of action that a dealer should pursue to hold to or increase his volume at the present time is a topic of direct interest to the trade. Personally I know of no better method of doing this than the old methods of canvassing, and better still, giving service in his sales that will tend to increase the business available. The quickest method of helping the retail implement trade to-day is a general price reduction, and this the dealer cannot do of himself.

"I really believe that for the balance of this year the dealer will be putting himself in a very much sounder position if he devotes his whole attention to getting his paper and open accounts into cash. Now is the time in my estimation for close financing. There are many more failures in the implement business through loss on paper and accounts than in lack of volume in business.

"The manufacturers and wholesalers can contribute most and only, in my opinion, in a general reduction in prices. There have been practically no reductions in our lines, and in comparision with other commodities a substantial price reduction is due.

"I do not think it is timely for myself, as a dealer, to say what these reductions should be. I do not know the production costs, but I do think that there will have to be at least 35% price reduction before there will be any general resumption of buying of our lines.

"In tractors and tractor implements a reduction from present prices of from 20% to 25% is necessary.

"I do not look forward to any

substantial increase in volume of sales this fall. A certain amount of seasonable goods will be sold where necessity forces it, but there will be no general resumption of buying until, as I said before, a real drop in prices has taken effect.

"I am sure that any dealer with stock on hand would be well advised to clean it down to the very minimum even at real sacrifices in price.

"The next few years are going to prove the worth of our Retail Implement and other Trade Associations.

"Prices are going to come back to normal and the most natural thing on the part of the Manufacturers and Wholesalers, will be to take part of the reduction out of the present margins allowed the dealer.

"Had our margins increased on a precentage basis, and the original margin been a fair margin, this would certainly be quite legitimate. But the facts are that even today the spread between wholesale and retail prices are in many cases less than they were in 1912.

"We can protect ourselves only through our associations. Every live implement dealer should belong to his Provincial association and should see that it is well supported.

"There is bound to be an increase in volume in next spring's business. From all information I have received it was so small with most firms that it could not possibly be less. But a general revival will depend altogether on what decline takes place in farm implement prices. The commissions on binders are ridiculously low. I cannot understand how any dealer can sell them and break even at all. They are not what they should be in practically any line of implements, but of course this varies somewhat with the firm and the contract.

"To summarize:— My opinion is that the wise dealer will get his money in, to the last nickel if possible; get his stocks down to the lowest possible inventory this fall; buy very carefully for spring; watch his credits as he never had to do before, and scrutinize his contracts very carefully before signing up for the next year. In fact, generally to turn his business in a very business like manner. The careless man may lose heavily. It is not a time for big profits, but a time to watch what you have.

"While I do not think the business is going to the bad or anything of that kind, I do think the implement trade is just a little behind in the readjustment."

A "Case" of Long Service.

Did you ever hear of a team of horses that had worked on a farm for thirty-two years? Hardly—yet here we picture an old-style Case steam engine that has such a record, and is still good for many more years of equally hard service.

This strange looking engine is an old-style Case return-flue boiler steam engine. It is the pro-

Old-Style Steam Engine, in Use for Over 32 Years.

Perfect Belt Power

Farmers want tractors that can furnish Belt Power as well as Field Power —General Purpose Farm Tractors.

No four-cylinder, high-speed motor can impart a smooth, steady motion to a thresher belt because it lacks a heavy fly wheel to help it over sudden, heavy power demands caused by irregular feeding. The Eagle Tractor overcomes this objection. Its designers have not lost sight of the belt power requirements of the Farm Tractor.

EAGLE TRACTORS

Have twin-cylinder, horizontal, valve-in-head, slow speed, heavy duty motors with heavy fly wheels. This is the kind of a motor that will give just as smooth, steady motion to a threshing machine belt as any double cylinder steam engine. You can't beat it.

Look at the large, wide faced Belt Pulley Placed right where it belongs. It's dead easy to line up an Eagle Tractor to a separator—back into the belt —and "all set."

EQUALLY GOOD FOR FIELD WORK

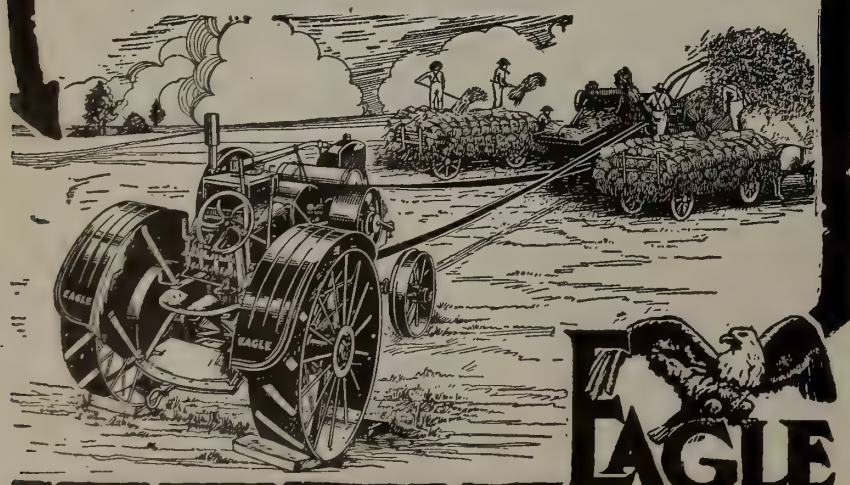
No matter what the power requirements on the farm—plowing, harrowing, harvesting, threshing, silo filling—an Eagle Tractor fills the bill.

The Simplest Tractor Built. Two sizes: 12-22 and 16-30. Farmers like them dealers like them Better get our dealer's proposition.

WATERLOO MFG. CO., Portage la Prairie, Man.

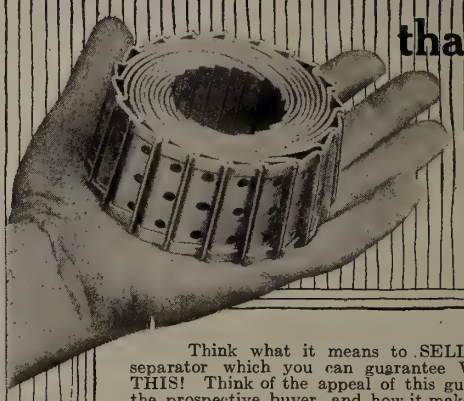
Distributors for Western Canada.

EAGLE MFG. CO., 617 Winnebago St., Appleton, Wis.



EAGLE

The wonderful "straight disc" that skims to 3/100 of 1 percent



Think what it means to SELL a cream separator which you can guarantee WILL DO THIS! Think of the appeal of this guarantee to the prospective buyer, and how it makes for easy selling!

Think of the appeal to the busy farm-wife to be offered a separator with a "disc" that washes all in one piece—in a jiffy!

If you don't know all about the Viking "straight disc" then write to the Winnipeg branch for our catalog, and also ask for our dealer proposition, which is backed by a broader "service" guarantee than is behind any other separator on the market to-day.

Dealers don't have to Sell the "Viking"—people Buy it. Send for our newest Catalog No. 165

SWEDISH SEPARATOR CO.

William and McPhillips St.
Winnipeg - - Man.

"Viking" Cream Separator

perty of Senor Pascual Ortolani, who lives at the Estacion Fisherton, close to Rosario, Argentine Republic.

The owner of this "old timer" is most enthusiastic over its performance, and states that in all these years of active service, he has never had to replace a worn out or defective part. Its bull gears, flues, etc., are still in good condition.

Mr. Ortolani was asked how old the engine was, and he said he just couldn't remember exactly. After a long pause he shrugged his shoulders in typical Italian fashion, and gestured to an old lady, and asked her, "do you remember in what year my son Juan (now a sturdy man) was born?"

"About 1890" the old lady answered.

"Well, about one year before my son was born I bought this engine, that was in 1889, and up to this date it has been working regularly, and I am not thinking at all to get rid of it." This remarkable record speaks volumes of praise for the splendid material and workmanship put into the engine.

Head of Lister Organization Visits the West

Charles A. Lister, C. B. E., vice-president and general manager of the R. A. Lister Co., Dursley, England, spent a week at the Winnipeg branch of the company the latter part of August. Mr. Lister, who was accompanied by his wife, son and daughter, arrived in Canada on August 10th and spent some time at Toronto headquarters of the company before coming west. He took a trip through the prairie provinces so as to get some idea of the extent of the granary of the Empire.

Mr. Lister, in talking to the editor, commented on the fact that business in Canada was very satisfactory for the Lister organization. In England, following the effects of the coal strike, industries were now getting back to normal and plants were again operating. Despite the fact that conditions in Europe were not generally good, the Lister company are now selling a large volume of their cream separators in Belgium The Melotte works at Liege, Belgium, have been so busy that they have been working day and night turning out separators for the export demand. This line of separators are distributed in Canada by the Lister organization in conjunction with their engine and electric lighting plant installations.

During the war Mr. Lister was a member of the Ministry of Munitions and was in charge of all production in the west of England. His company's plant was entirely devoted to the manufacture of shell percussion caps and magnetos for airplanes, and their output was enormous. For the excellent work done during the war Mr. Lister was awarded the C. B. E., a distinction which was given to very few men, and only those who had given signal service to the Empire during the great struggle from 1914-18. His father, Sir Charles Lister, was also honored by the British Government for war work.

The large factories at Dursley are now busy on the production of Lister engines, lighting plants and other lines for the domestic and colonial demand. Mr. Lister tells a good story of how a Scotch implement dealer came to him during the recent agricultural show at Derby, England, and offered him a cash order for fifty engines if only he could get the agency for a south Scottish territory. This canny Scot even wished to give the existing agent a five per cent commission to relinquish the line. This gives some idea of how the British dealers look upon the value of the Lister agency, although in this case Mr. Lister had to refuse the Scot his somewhat unusual offer.

Customs Ruling on Tractor Equipment

Canfield and Taco governors, canopies, fenders, mud guards and road bands, made by independent concerns for use on the Fordson tractor, and not being parts of the tractor as produced by the manufacturers, are not entitled to entry as "repairs" under a recent ruling by the Customs Department.

PUMPS
AND
Clothes Reels

Made in the best equipped factory in Canada.
We make and handle pumps for all kinds of work.
We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

A PROFIT-MAKER FOR FALL TRADE

Crescent Plow Shares

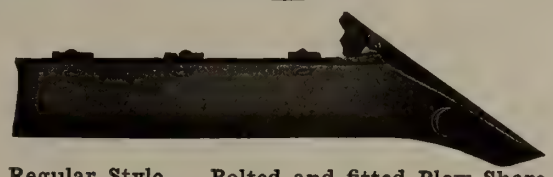
Leaders - - in Forge and Furrow

OVER 1500 PATTERNS
Get the latest lists. Lay in a stock. It will pay you.

CRESCENT FORGE & SHOVEL CO. TRUE FIT TRADE MARK HAVANA, ILL. U.S.A.

OVER 1500 PATTERNS
The fit of every Crescent Plow Share is guaranteed.

WHEN you sell Crescent Shares you have a Share to suit practically every plow in use in Western Canada. The Fall demand is here. Don't overlook this profitable line. You can stimulate your business by selling Crescent Shares.

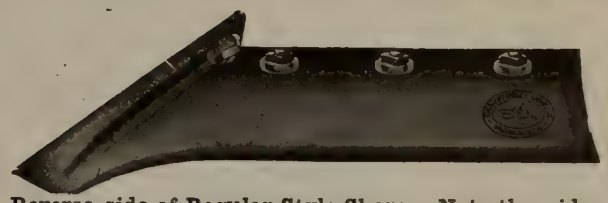


Regular Style. Bolted and fitted Plow Share. Perfect in fit. Best in quality.

Crescent reinforced Shares are foremost in quality, accuracy of fit and grade of materials. Our three-ply soft centre steel and crucible steel are rolled exclusively for this class of manufacture. Share production is our specialty. Every share ready to attach.

Quick Turn-over. Nice Profit for Dealers.

Crescent Engine Gang Shares. Fitted and Bolted. Unequalled for Power Outfits.



Reverse side of Regular Style Share. Note the wide REINFORCED POINT and WELD.

A COMPLETE STOCK, to suit all Western Canadian requirements, is carried by our distributors in Winnipeg and Calgary. Size up your demand. Get the types to suit the plows in your territory. YOU CAN'T HANDLE A BETTER SPECIALTY.

Place your order.
Specify "Crescent." Write Ackland's.

TRUE FIT TRADE MARK Crescent Forge & Shovel Co. TRUE FIT TRADE MARK

HAVANA, ILL., U. S. A.

Sales Agents for Western Canada :

D. ACKLAND & SON, LIMITED

WINNIPEG AND CALGARY.

With the Manufacturers

The Twin City Separator Company, Minneapolis, have removed from 2830 Colfax avenue south, to 1701 Madison avenue uorth-east, the building formerly occupied by the American Harvester Company. The company has increased its line by the addition of some new products, and required larger quarters for manufacturing purposes.

The Townsend Mfg Co., Janesville, Wis., has announced reductions that make its tractor prices at factory as follows: 10-20 h.p., $895; 15-30 h.p., $1,485; 25-50 h.p. $2,750.

The Holt Mfg Co., Peoria, Ill., is making shipments of caterpillar tractors to India. Other equipment, such as trailers and winches, is accompanying the tractors, as the shipments are consigned to British lumber interests in India.

A factory addition to the La Porte plant of the Advance-Rumely Co. is planned. A Chicago architect is drawing the plans.

The Beaver Motor Truck Corporation, Hamilton, Ont., manufacturers of Beaver Trucks, are placing on the market a new light delivery model.

Mr. Samuel, formerly manager for the Samson Tractor Co. at Fargo, N.D., has taken a position with the Chevrolet Company of Minneapolis, as general traveller.

Press reports from Newton, Ia., state that the Maytag Co. has announced a reduction in the price of washing machines, the total reduction from the highest point now being around 35 per cent.

The Delco Light Co. and the Frigidaire Corporation, Detroit, Mich., subsidiaries of the General Motors Corporation, have been consolidated. R. H. Grant has been appointed general manager of the consolidated interests.

Hudson Manufacturing Company, Minneapolis, recently issued a booklet covering their line of garden tools, which includes combination seeders, hill and drill seeders, combination cultivators, garden plows, broadcast seeders, wheelbarrow grass seeders, etc.

The Canadian Gas Saving Turbine Company Limited, has been incorporated with a Dominion charter, and a capital of $50,000. The company has power to manufacture and deal in implements, automobiles, motor trucks, engines, etc.

The Aermotor Company, Chicago, has just issued a new price list in which the prices of windmills, towers and other water supply goods are reduced about ten per cent. This is the second reduction of the season.

The Russell Grader Mfg Co., Minneapolis, has plans under way for a new one-story plant in the industrial district with an estimated cost of $450,000.

Norman W. Warren, who for the last six years has occupied the position of Western manager for the Dominion Bridge Co., Ltd., with headquarters at Winnipeg, has been promoted to be general manager for Canada, and has moved to Montreal.

The Litchfield Manufacturing Company, Waterloo, Ia. have announced a new line of spreaders which is being put on the market as the Litchfield Grand Line. It consists of the Grand 42-inch 75 bushel machine, and the Baby Grand 36 inch 60-bushel machine. This line is designed to fill all requirements in all sections of the country where manure spreaders are used.

The Great West Farm Machines, Ltd., has been incorporated at Milverton, Ont., with a capital of $300,000, by Henry C. Mohr, John Boshart and Enos Nafziger.

N. A. Wiff, president of the Minneapolis Threshing Machine Company, has been elected a director of the First National Bank, Minneapolis, to fill the vacancy caused by the death of R.R.Rand. Mr. Wiff has been connected with the threshing machine company for many years.

Five strings of drilling tools manufactured in Calgary, Alta., for the Imperial Oil Company, have left for the north country for work in the development of this company's holdings. These strings are worth from fifteen thousand to twenty thousand dollars each.

The Cameron Motors Corporation of New York has acquired the large modern plant of the Dauch Mfg Co., of Sandusky,O., makers of the Sandusky Tractor. Under the trade name, Sandusky model A, the Cameron Motors Corporation is bringing out a new small general purpose tractor. It will be equipped with a four cylinder Cameron air cooled motor.

The Avery Co., Peoria, Ill., report the resignation of L. R. Van Volkenburg, formerly head of the service department, who will engage in business for himself. The Avery Davenport sales divisions have been combined, with J. J. Coats, formerly manager of Davenport territory, in charge.

The Holt Mfg. Co., Peoria, Ill., has announced a reduction of 7% in the price of its tractors. The reduction applies to both five-ton and ten-ton machines.

The plant of Carriage Factories Limited, at Alexandria, Ont., has been closed down, and will remain closed down for several weeks.

The Two-Way Plow Tractor Syndicate, Dayton, O., has been formed to promote the design of a two-way tractor, the initial model of which is now under construction.

The Post-Whitney Co., a consolidation of the Post Tractor Co. of Cleveland, the Whitney Tractor Co., of Upper Sandusky, and the Chief Motor Co. of Port Huron, Mich., has perfected production and distribution plans calling for the manufacture and sale for 30,000 Whitney 9-18 h.p. tractors within the next 16 months.

The $600,000 plant of the Kroyer Mfg. Co., at Stockton, Cal., has just been completed, and machinery is being installed in the factory, which will turn out Wizard tractors. This four-drive machine was evolved by J. M. Kroyer, president of the Company.

E. B. Cadwell, of New York, who recently purchased the property of the Monarch Tractor Co. at Watertown, Wis., at trustee's sale for $44,000, has organized the Monarch Tractors, Inc., under the laws of Delaware, with a capital stock of $500,000. Of this amount $100,000 has been set aside for the Wisconsin plant.

At a meeting of the directors of Imperial Oil, Limited, held in Toronto recently, the regular dividend of 75 cents a share in Canadian funds was decided upon.

The Empire Cream Separator Co., Bloomfield, N. J. has moved its middle west office to Elgin, Ill., from Chicago.

U. S. Twine Exports

The U. S. Dept. of Commerce shows that exports of binder-twine have increased, although with the cancellation in many territories, and a large carry-over from 1920, the 1921 demand has not been as large as anticipated.

Of binder twine, 5,268,579 pounds were exported by the U. S. in June, compared with 4,299,769 in June 1920. For the 12 months ending June, 1921, 62,659,209 pounds were exported; in 1920, 59,471,915 pounds and in 1919, 88,748,029 pounds. Shipments of twine to France in the year ending June, 1919, were 21,504,216 pounds, and in 1921 it was only 204,900 pounds.

MACKENZIE, THOM, BASTEDO & JACKSON

Barristers, Solicitors, etc.

REGINA, SASK.

Solicitors for:

Advance-Rumely Thresher Co., Inc.; Aultman & Taylor Machinery Co., Ltd.; Robt. Bell E. & T. Co.; J. I. Case Threshing Machine Co.; Canadian Avery Co., Ltd.; Canadian Tillsoil Farm Motors, Ltd.; Canadian Oliver Chilled Plow Works, Ltd.; DeLaval Dairy Supply Co., Ltd.; Emerson-Brantingham Implement Co.; Hart-Parr Company; International Harvester Co. of Canada, Ltd.; A. Stanley Jones Co., Ltd.; Minneapolis Steel & Machinery Co. of Canada, Ltd.; Minneapolis Threshing Machine Co.; Nichols & Shepard Company; Petrie Manufacturing Co., Ltd.; Sawyer-Massey Co., Ltd.; Stewart Sheaf Loader Co., Ltd.; Tudhope Anderson Co., Ltd.; Watrous Engine Works Co., Ltd.

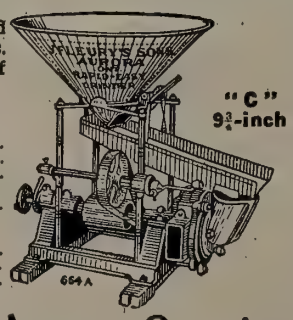
RAPID-EASY GRAIN . . . GRINDERS

A size to suit your power—small or large—and more work with same power than others. Quality of work and capacity, and durability of machine and grinding plates unequalled. A few styles and sizes are as follows:

No. A— 6	inch. Plates (Flat)	2½ to	5 H.P.
No. B— 8¼	inch. Plates (Flat)	5 to	10 H.P.
No. B—10	inch. Plates (Flat)	6 to	12 H.P.
No. C— 9¾	inch. Plates Mill Head Custom Work	5 to	12 H.P.

CUSTOM MILLS:

No. D—10½	inch. Plates (Flat)	8 to	14 H.P.
No. D—11	inch. Plates (Flat)	8 to	16 H.P.
No. 7—13	inch. Plates (Flat)	15 to	25 H.P.



"C" 9¾-inch

J. FLEURY'S SONS - Aurora, Ontario

Medals and Diplomas World's Fairs, Chicago and Paris

WESTERN AGENTS: THE JOHN DEERE PLOW COMPANY, LIMITED

Winnipeg Regina Saskatoon Calgary Edmonton Lethbridge

"Taxi-drivers can afford to drive customers away—we can't."

* *

"It's a grave mistake to ignore 'Safety First'."

* *

"All work and no En-ar-co maketh a fat junk-heap."

* *

—Some of the New Epigrams.

* *

En-ar-co MOTOR OIL
KEEP IN THE MIDDLE OF THE ROAD AND GET BUMPED
COPYRIGHT 1917
WHITE ROSE GASOLINE
NATIONAL LIGHT OIL
ENARCO GEAR GREASE

"—we believe the Live Merchant will profit by using this Boy and Slate"

—a quotation

THOUSANDS of people are talking about this sign. Thousands of people have commented on the Boy and Slate epigrams.

Every word uttered about this proposition is enthusiastic.

Garagemen and dealers in gasoline and lubricants recognize in this Boy and Slate Sign the biggest business-builder of the day.

Let Us Tell You About It

There are a few sections of this country where this Boy and Slate is not in use. Therein lies a golden opportunity for you. For, to any merchant reading this paper we will gladly send the most complete information about it, entirely without any cost or obligation whatsoever.

The boy is life-size. The slate itself is 5 ft. wide. The whole sign is solid wood construction and is painted in natural colors.

We supply the epigrams—a new one for every other day of the year.

The minute you put this sign down in front of your place, you have planted there a lasting tribute to your aggressiveness. Make the start now.

Get this coupon in to our branch nearest you right away. By return mail all the information will be put right in your hands, so that you may know all about this wonder sign.

CANADIAN OIL COMPANIES Limited

Branches: Toronto, London, Montreal, Quebec, St. John, Halifax, Winnipeg, Regina, Saskatoon, Edmonton, Calgary

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Nearest Branch.....

Send me the information about that En-ar-co Boy and Slate Proposition.

Name.....

Address .....

Town or City.....

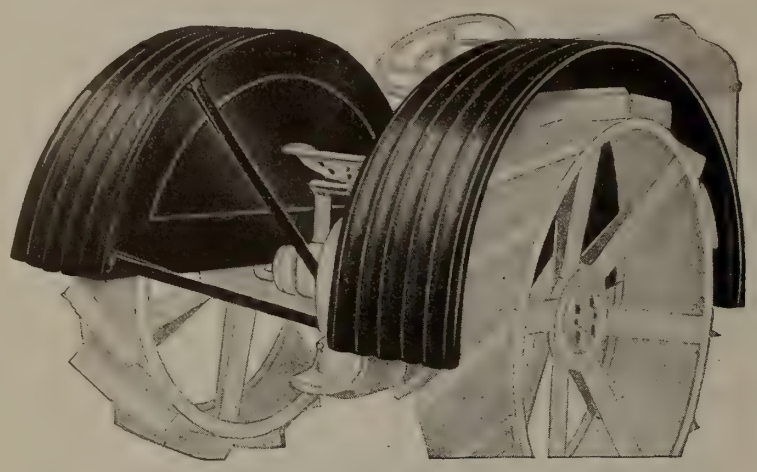
I am in the.....**Business**

(Indicate kind of Business)

C. F. I. 9

Fordson Tractor Fenders

A FAST SELLING SPECIALTY FOR THE DEALER



You can sell them to every Fordson owner in your district. Protect the driver and gearing. Keep dust from wheels out of driver's face. Made of heavy, galvanized, corrugated iron, painted black. Strongly reinforced. Iron braces, with bolts, nuts and washers, are supplied. The braces are bolted to tractor at points where holes are already bored. No drilling necessary. They can be attached with no trouble. Let us ship you a sample.

REASONABLE PRICE. ATTRACTIVE TRADE DISCOUNT.

The Metallic Roofing Co. of Canada Limited
797 Notre Dame Avenue Manufacturers Winnipeg

Subscribe for "Canadian Farm Implements"

Sell "Bulldog" Fanning Mills

This Year the Farmer Should Clean Every Bushel of Grain for Market

Bull Dog Mills are made in Five Sizes, 24, 32, 40 48 and 64-inch sieve widths. Capacities 25 to 150 bushels per hour. There's a size to suit the requirements of any farmer. We can make prompt delivery of all sizes.

Clean Grain Means Bigger Profits

The New Improved 40-Inch BULLDOG with Power Attachment and Wagon Box Elevator

Show your customers the BULL DOG way to clean their grain, absolutely removing dockage, conserving valuable feed and raising the grade of their crops. No fanning mill made equals the New Improved BULL DOG for efficiency. The Force Feed Roller gives a perfectly even flow of grain over sieves. The new Weed Screen Sieve gives dustless operation and cleaning results that have never been duplicated. **Order NOW.**

THE TWIN CITY SEPARATOR CO. Ltd.
QUELCH STREET WINNIPEG, MAN.
Address all correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

Austin Motor Company Ready for Canadian Business

Major H. J. Cupper, Canadian manager for the Austin Motor Co., Birmingham, England, has returned to Canada and announces that the Canadian headquarters of the company will be the Tourists Garage, Mansfield St. Montreal.

The Austin Motor Co. of Canada have decided upon their policy in regard to Canadian business. Arrangements are being made for adequate service to dealers and users of Austin products. A supply of tractors and Austin cars and all necessary spare parts will be carried at points throughout the Dominion so that prompt service may be assured the trade.

The latest models of Austin cars and tractors were on exhibit at the Canadian National Exhibition, held in Toronto from August 27 to September 10th.

The Austin Motor Co. are manufacturers of the following lines: Austin Twenty Cars, with six types of bodies; the Austin lightweight farm tractor; the Austin 1½ ton motor truck, which has three types of general purpose bodies and three special bodies for delivery use; Austin aeroplanes and the Austin Electric Lighting plants in four sizes—.75 k. w., 2 k. w., and 6 k. w.

Some of the leading features in construction of the Austin farm tractor are as follows:

It has capacity for plowing three furrows, six inches deep, in average soil. Two binders can be handled in harvesting. The patented spring pivot allows the front wheels to adapt themselves to the most uneven ground. Some of the leading specifications are:

Engine, 4-cylinder, 3¾x5-inch stroke, cast en bloc, developing 25 h. p. (British rating). Engine starts on gasoline and operates on kerosene. Air cleaner and exhaust heated vaporizer are regular equipment. Ignition is by high tension magneto.

Cooling is by the thermo-syphon system. Large radiator and gear driven fan. A gear wheel pump supplies oil to the main bearings, crankshaft and crank pins. Transmission is by a cone clutch, by bevel gear to the belt pulley shaft and thence through gearbox and spurs to the differential. Speeds: Forward, 2½ and 4¼ m. p. h.; reverse, 2 m. p. h. On low gear with kerosene, the tractor maintains a pull of 2,500 lbs. On the road it will haul a load of four British tons (8,960lbs.) at 5 m. p. h. A 20-inch belt pulley is provided and all kinds of machinery can be operated up to a 54-inch thresher.

The wheelbase is 5 ft. 8 ins. Width overall, 5 ft. 1 in. Length, 9 ft. 2 in. Front wheels, 30x6 ins.; rear wheels, 42x10 ins. Weight, fully equipped, 3,136 pounds. The Austin turns in a 24-foot circle. For its design and efficiency it has been awarded numerous medals and diplomas all over the world.

Splitdorf Manager Visits West

C. K. Nelson, Toronto, Canadian manager for the Splitdorf Electrical Co., of Newark, N.J., has been in the west during the past few weeks visiting their service stations. His trip included inspection of their stations at Winnipeg, Brandon, Regina, Moose Jaw, Saskatoon, Edmonton, and Calgary. Mr. Nelson reports that they are now equipping Canadian made tractors with their Dixie magnetos, having closed with the Massey-Harris lately.

Safety first! Let the spark plugs do the sparking.

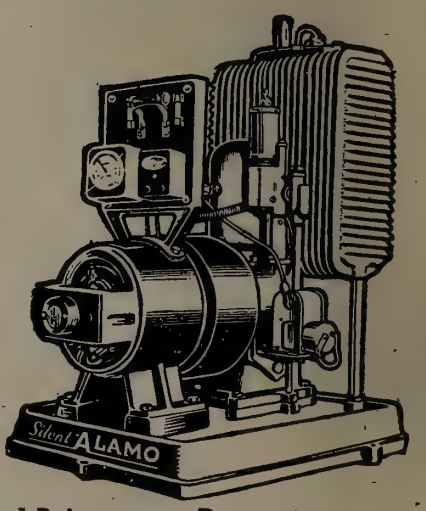
Silent ALAMO
Electric Light and Power Plants

Unequalled for home, farm, store, hall or school use. Dealers who sell the Silent Alamo are assured the trade in their territory.

Your Territory May be Open Write us at Once

Ample capacity for any farm, also power to operate the cream separator, washer, water system, or any small power machinrey. Noiseless rotary sleeve-valve motor; no vibration. A complete, compact unit on solid base. Motor automatically controlled; throttle governed engine. Let us explain its wonderful selling features.

Get the agency for the New Empire-Baltic Cream Separators and Empire Milking Machines.



Agency Particulars and Prices upon Request

ROBINSON-ALAMO, LIMITED
140 Princess Street Winnipeg, Man.

Prof. Holden Visits Canadian West

Professor P. G. Holden, Director of Agricultural Extension for the International Harvester Co., Chicago, spent a few days at the Winnipeg branch of the Company recently. He had completed a tour of the West studying conditions so as to determine whether the Company should enter Canada with their agricultural extension work. Prof. Holden has been in touch with the provincial agricultural authorities and boards of trade throughout the West, and has been asked by many of the latter to address them. While in Winnipeg he interviewed the Minister of Agriculture, the Board of Trade and other bodies, all of whom are enthusiastic regarding the possibilities of the agricultural extension service which he represents.

Possibly no man has done as much for the community betterment, by improvement in farm practice in the United States as Prof. Holden. In the past ten years the extension service of the International organization have held over two thousand meetings. An expert in agriculture, he showed the Dakotas how they could grow corn profitably. His experience should be of untold value to Western Canada, not only in the sound advice he can give on crops and conditions but in the ideal espoused by the I.H.C. extension service of closer co-operation between the towns and cities and the rural communities. Prof. Holden, it is to be hoped, will report favorably as regards his company expanding their agricultural extension work to cover Western Canadian territory.

Harvester Co. Will Make Motor Trucks in Canada

The International Harvester Co. of Canada reports that the company are equipping their wagon and sleigh plant at Chatham, Ont., to take over the manufacture of International motor trucks. Formerly these trucks have been made in the company's U. S. factories and shipped into Canada. The Canadian demand now necessitates production in the Dominion. The first model to be built in Canada will be the Model S speed truck.

Fargo Farming Demonstration was Not a Contest.

The report of our special correspondent in the August issue, covering the power farming demonstration at Fargo, N.D., gives a wrong impression in that it was stated that a "test between the two methods of haulage did not give the horse a chance."

Horses did not compete against tractors at Fargo; they competed against each other. Cash prizes were given for the best horseflesh available so that good records of horse performance might be had. The horses worked under rules of their own, with time for rest. The tests were held in typical North Dakota weather at this season, which is normally very hot, so that the results shown by the tractors as compared with horse power make it clear that the tractor offers ideal power for field work under Dakota conditions.

Bosch Has New Building in New York.

One of the finest buildings ever erected in New York by an automotive accessory manufacturer has just been completed by the American Bosch Magneto Corporation, of Springfield, Mass. This building is located in the Columbus Circle district, which is now the centre of automotive sales and manufacturing interests in New York.

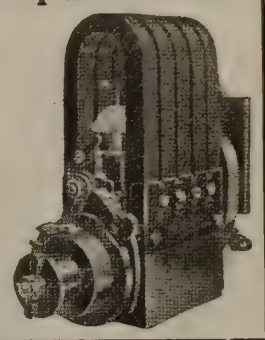
The new Bosch building, which stands at 17-23 West 60th street, has ten stories and mezzanine, and is thoroughly modern in every detail. It is of fire-proof construction, being built of steel, stone and concrete throughout.

Magneto Replacements and Repair Parts

Threshing time is Magneto time. Tractor owners will want both magnetos and parts.

We stock the best magnetos in America and a complete line of parts for all systems.

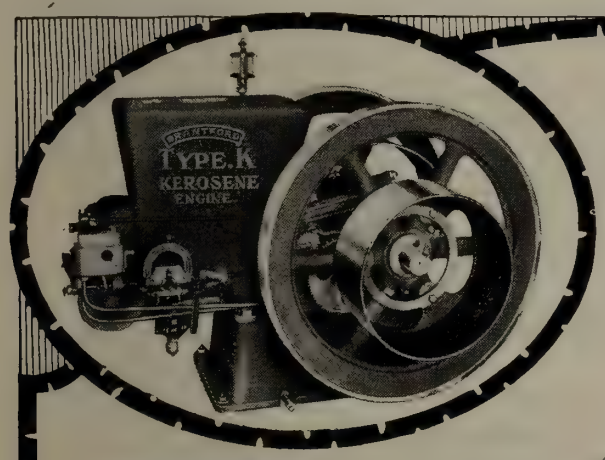
You can get better service and prices from the Acme.



Acme Magneto & Electrical Co. Ltd.

148 PRINCESS ST. : WINNIPEG, MAN.

The Foremost Electrical Repair Shop in Canada



G. S. M. Lines Make The "Slack Season" A Busy Time For The Dealer

Not only for satisfactory sales this Fall, but for the Winter months dealers will find good business selling our goods. An all-year 'round contract, it merits your prompt attention.

Our Made-in-Canada Line includes:—"Beaver" Kerosene Tractors, "Ideal" Windmills, "Maple Leaf" Grinders, Type "K" Kerosene Engines, Concrete Mixers, Steel Saw Frames, Power and Hand Pumps, Pumping Equipment, Steel Tanks. We also handle Plows and Threshers.

Brantford Type "K" Kerosene Engines

Economical Helpers for Winter Work on the Farm

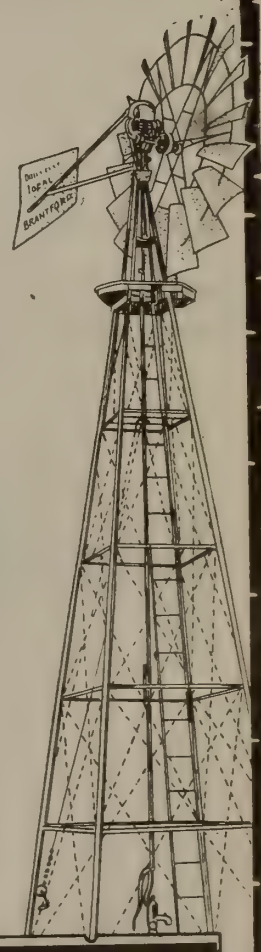
In three sizes; 2, 4 and 7 H. P. Reasonable in price, they sell easily through inbuilt superiority. Simple design, adaptable, reliable and cheap to operate. Speed change device, governor, magneto ignition. Fuel tank is built into engine base. Now is the time to go after engine business.

"Maple Leaf" Grinders Assure Increased Business

Sizes, 6 to 15-inch plates. They do splendid work and have remarkable capacity. Strong construction. Give smooth, even operation at the highest speeds. End-thrust bearings, flexible plates, adjustable shake. Demonstrate them in conjunction with your engine line.

"Ideal" Double-Geared Pumping Windmills

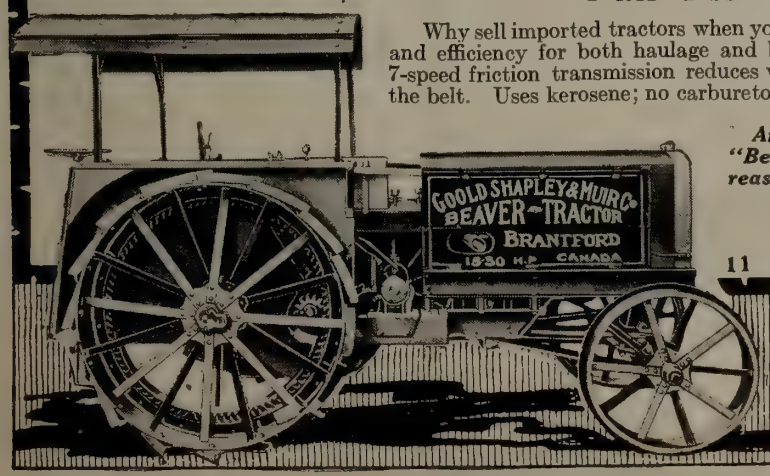
Our mills are the best value, dollar for dollar, on the market. Simple design; wide-faced special steel gearing fully protected. Roller and ball bearings assure operation in the slightest breeze. Automatic adjustment to wind; pull-in design; automatic braking. Strongly braced towers are girted every 5 ft.



The New Beaver 15-30 Cuts the Cost on Fall Plowing and Threshing Service

Why sell imported tractors when you can represent a Canadian made tractor that has proven its economy and efficiency for both haulage and belt work. The Beaver has a special 4 cyl. 5x6¼ motor. Patented 7-speed friction transmission reduces working parts. Even, resistless pull for plowing, and over 50 H.P. on the belt. Uses kerosene; no carburetor changes. Strong frame; finest mechanical finish in every detail.

An attractive commission and quantity discount goes with the "Beaver" agency. Canadian - Made. No duty--no exchange--reasonable price. Write for our sales offer.



11

Goold Shapley & Muir Co. Limited

Distributing Warehouses: Portage la Prairie, Calgary, Edmonton, Saskatoon

Factory—Brantford Western Head Office—Regina

Development in the Electrical Industry.

The English Electric Co. Limited of Great Britain, the largest manufacturer of electrical equipment and machinery in the British Empire is associated with the English Electric Company of Canada, Limited. The Canadian Company is associated with and holds the exclusive manufacturing rights in perpetuity for the English Company; having use of all their patents, designs, processes, etc. In addition they will secure preferred prices on all imported machinery and equipment, also securing the benefit of the preferential tariff and the present favorable exchange rate.

The entire undertaking of the Canadian Crocker-Wheeler Company, Limited, of St. Catharines, Ont., has been acquired so that all the valuable patents and designs of this Company are available. The new Company is already established and has a continental wide sales connection.

Their English subsidiaries manufacture such lines as: Dynamos and motors, lighting plants, steam turbines, internal combustion engines and electrical equipment of all kinds.

U. S. Twine Exports.

During the month of June the U. S. exported 4,299,769 bales of binder twine valued at $682,883. The following countries took the tonnage and values given: Canada, 2,663,200 pounds, valued at $445,974; England, 932,180, valued at $127,352; Denmark, 360,005, valued at $40,613; Scotland, 285,779, valued at $61,115.

Sales Policy for Fiat Tractors Announced

M. A. Kennedy, Limited, 106 Richmond St. West, Toronto, Dominion distributors of the Fiat tractor, as made in Turin, Italy, has announced a new sales policy in connection with this tractor, which was exhibited at the Canadian National Exhibition, Toronto.

The former price of the Fiat $2400, has been reduced to $2000. The method announced is a new departure in tractor merchandising.

So that dealers and farmers may be assured an adequate supply of repair parts for the Fiat, all dealers who purchase three tractors for resale will be supplied with a complete set of parts, which repairs are only to be paid for when sold. When a farmer buys a Fiat tractor direct from the distributor he also is supplied with a complete set of parts, which are only to be paid for when used. This repair service policy is stated to be necessary so as to remove all fear on the part of dealers and farmers that they will not be able to get satisfactory repair service in connection with this tractor, owing to the distance from the factory in Italy.

Price Adjustments Reported

On August 15th the Cushman Motor Works, Lincoln, Neb., reduced prices on their line of engines approximately ten per cent. A conference of Cushman salesmen was held at the factory recently.

The Samson Tractor Co., of Canada, Oshawa, Ont., have decided to meet the farmers' demands for lower prices by reducing the price of the Samson tractor very substantially. The price on their tractor has been cut to a point where all profit has been eliminated, according to reports from the factory.

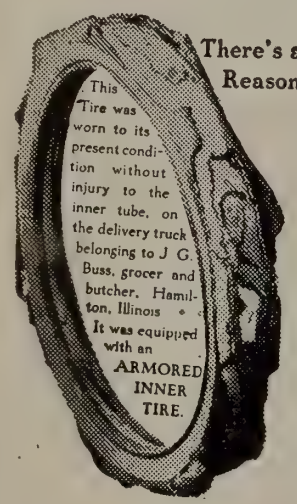
The Empire Cream Separator Co. has announced a reduction of 20 per cent. in the price of its milking machines. This reduces the price to th pre-war basis. The company's line of cream separators was reduced the same percentage last spring.

The McQuay-Norris Mfg. Co., announces a reduction in price of leak-proof piston rings. The new price is $1.25 for all sizes up to five inches in diameter.

The Indiana Silo and Tractor Co., Anderson, Ind., has announced a second reduction on its tractor. The machine sold in 1920 at $1,090 retail, and now is $895.

A New Road Maintainer

The Allis-Chalmers Mfg. Co., Milwaukee, in conjunction with the Russell Grader Co., Minneapolis, are producing a new road machine known as the Russell Motor Hi-way Patrol. This outfit comprises an Allis-Chalmers 6-12 h. p. tractor direct connected to the Russell grader or road maintainer. The operator rides on the maintainer, which is carried by two rear supporting wheels, and handles the outfit from that point. The grader has a blade 6 feet long. The outfit is intended for use in maintaining dirt and gravel roads.

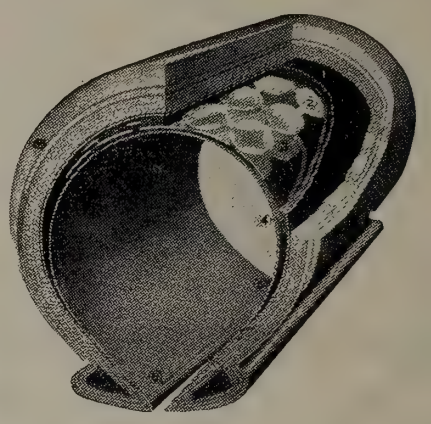

There's a Reason
This Tire was worn to its present condition without injury to the inner tube, on the delivery truck belonging to J G. Buss, grocer and butcher. Hamilton, Illinois
It was equipped with an ARMORED INNER TIRE.

Dealers: Sell Your Customers

GUARANTEED PROTECTION FROM ALL BLOW-OUTS AND PUNCTURES by Handling

ARMORED INNER TIRES

The greatest single development in the history of auto accessories. Go in the casing as easily as an inner tube. They assure new life for old tires, longer life for new tires. Time-tried and proven. On the market for over four years. An absolute assurance against punctures and blow-outs, also a guarantee of increased mileage.

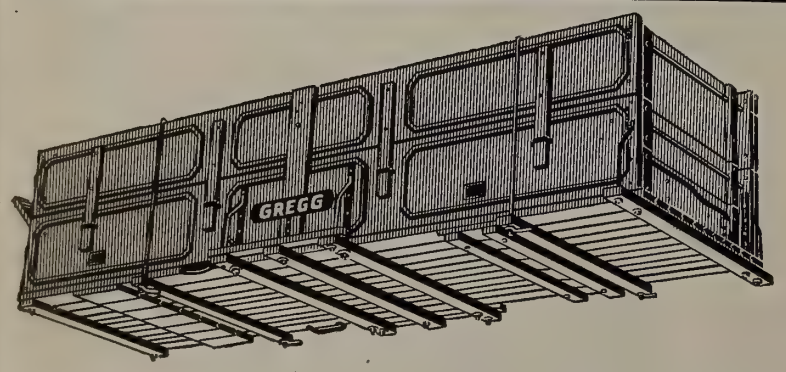


You—or your customers—can use tires as long as they will hold together. Armored Inner Tires are made of three layers of fabric, five layers of Para rubber and patented, inter-connecting steel discs.

Every Car Owner is a Prospect

Layers are vulcanized into a solid mass. See the illustration. Armored Inner Tires are giving hundreds and thousands of extra miles of service. They will increase your profits and prestige. Get prices, literature and liberal sales offer.

ARMORED TIRE & RUBBER CO., of Canada
204 McIntyre Block, Winnipeg, Man.



Speed up Sales by handling our WAGON BOXES and GRAIN TANKS

Our Prices are Right
You get the Trade and a Nice Profit

Our Lines will Increase Your Fall Business.
Save delay by our Prompt Service. Ask for Latest Catalog.

We can quote you attractive prices on the following lines. Our goods are high grade in every respect. They add to the profits and prestgie of the dealer.

Ironed Whiffletrees	Wagon Sets	Implement Sets
Plow Eveners	Adj. Wagon Poles	Wagon Reaches
Patent End Gates	Wagon Box Rods	Wagon Skeins
Wagon Hardware	Harrows	Packers

Fast selling specialty lines that will put new life into your business and will assure quick turn-over.

F. G. WRIGHT & CO.
72-74 HENRY AVE. : : WINNIPEG

Bolted and Fitted Plow Shares. A Type for Every Make of Plow. Send your Orders, We ship promptly.

Over 300,000 Farmers in the Canadian West are Waiting for

E-Z-WAY GATE FASTENERS

For only $2.50 they make the Old Wire Gate as Rigid and Impassable as the Best Steel Gate Sold.

Simple Lever Action A child can Open and Close it in an Instant.

Old Way

They Sell on Sight

E-Z- Way

At $2.50 Keep Dealers Hustling. Get a Stock. Nice margin for you on Every Sale.

Why say that business is bad when you can sell a quick-fire specialty that will sell in any territory. Farmers who use the E-Z-Way tell their neighbors. Every fastener installed is an Ad. for you. They can be attached in five minutes. Makes the old wire gate a taut barrier that no stock can get through; no sagging; no tugging and swearing to open and close. Full stock carried in Winnipeg.

For Particulars, Prices and Liberal Agency Offer, write Western Canadian Distributors

F. N. McDONALD & CO.

156 Princess Street WINNIPEG, MAN.

SOLD IN U.S. BY THE

Motor Supply & E-Z-Way Sales Company

Moorhead, Minn.

The Maytag Company Limited

WINNIPEG CALGARY

Give Warning

that on September 10th, 1921, there will be a

Reduction in Price

OF ALL STYLES OF

Maytag Washers

THAT WILL MAKE YOU SMILE!

WRITE

For timely selling assistance, write the nearest branch house.

Good plowing promotes bumper crop yields. Clean, straight furrows of good, even depth assist nature to the greatest extent in producing yields that mean maximum profit to the farmer.

For such plowing, a Titan 10-20 tractor and P & O Little Genius plow make an ideal combination. They are effiicent under conditions of weather and soil that soon wear out horses, and they save the energy and the strength of the operator. There is no doubt of the economy of this combination for plowing when cost of operation, saving time and labour, and the quality of the work are all considered. The Titan 10-20 is well known throughout Canada as a leader among tractors.

You can sell many of these efficient tractors and plows on the argument that better plowing has much bearing on high crop yield. And better power means economy in plowing and in a score of other farm jobs.

P & O Little Genius Plows

All P & O plows are sturdily built, with strong beams, rigid bracing, and durable wheels. The positive, high-level, self-lift device is a big factor in improving the quality of work done and making the control of the plow easy. The plow bottoms are as near mechanically perfect as it is possible to make them. Types and sizes are obtainable for all Canadian conditio

Titan and International Tractors

TITAN 10-20 tractor furnishes economical power for all draw-bar work on the farm. With its practical design, careful construction, and efficient service, this tractor has won an enviable reputation for steady, dependable, low-cost power. Where a tractor of greater or smaller capacity is desired, let your customers know that International 15-30 and International 8-16 are available.

INTERNATIONAL HARVESTER COMPANY OF CANADA LTD.

HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.

EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.

The Manitoba Corporations Tax.

Under the Net Profits Tax in the Province of Manitoba, returns for last year had to be made to the Provincial Government during August, and on all net profits a tax of 2 per cent. was levied.

This tax applies to all implement manufacturers, jobbers, wholesalers and retailers in Manitoba, as it is specifically stated to apply to "all persons, partnerships, syndicates, trusts, associations, corporations, etc., carrying on any undertaking in the province."

In cases where difficulty exists in ascertaining the tax, owing to lack of records, and it appears that the business has not been operated at a loss, but at a profit such that 2 per cent. thereof would amount to at least $25, then such amount will be levied and collected as a minimum tax on the business.

Firms owned by individuals should have little difficulty in making returns as they have the returns for the Federal Income Tax, which will give the required information as to any net profits made by the enterprise.

Deductions allowed include the wages and salaries to employees necessary in the production of gross income; names and addresses and salaries paid employees must be given. In the case of partnerships no deduction by individuals must be made in lieu of salary or wages.

All necessary expenditures actually incurred within the business year, payable from gross income, are deducted. Details must be given of all deductions claimed. Losses may be deducted as well as provision made for rent. Bad accounts shall only be deducted as losses if previously shown in the gross income.

Depreciation shall only be allowed on machinery if actually producing income, also furniture and equipment and autos actually used in connection with the business. No depreciation is allowed on stock-in-trade not subject to exhaustion through wear and tear.

Returns shall be made for the calendar year 1920, or in the case of firms whose business year is not the calendar year, the business year ending between August 1st, 1920 and July 31, 1921.

Elimination in the Farm Equipment Industry.

One result of the development of the tractor business will be the process of the survival of the fittest applied to tractor types.

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS, VEHICLES, ENGINES, AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG. WINNIPEG, CANADA

Eastern Canadian Offices:- J. B. Rathbone, 95 King St. E. Toronto; 317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

$1.00 per year in Canada: Foreign $1.25 per year Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, SEPTEMBER 1921

Some two years ago there were nearly two hundred companies manufacturing tractors in America. Today that number has been greatly reduced. The necessity for proper mechanical design, stringent field tests and adequate merchandizing systems have tended to reduce the number of tractor firms.

A year ago there were 700 concerns manufacturing phonographs. Today there are only two thirds of that number. A year ago 160 different washing machines were being made. Next year only 20 will survive economic conditions. A year ago 65 firms were producing farm light and power plants; today only about fifteen survive.

In any line, farm tractors or washers, of all the survivors, those who face the future with the greatest confidence are those who have merchandised their products consistently along the line.

These manufacturers who will survive have not been content with one form of advertising in technical papers or trade papers or in newspapers. They have merchandised their product every step of the way, beginning with the education of the consumer. They have gone farther than this. They have continually sold and resold the retail dealer on the basic idea that their products were meritorious, that they were needed in the farm market, that they would deliver the thing that the advertisments promised to deliver. Such firms will "carry on" in the years ahead.

What Implements Have Done

One hundred years ago 95 per cent of the people were on farms —today only 49 per cent are on farms. Therefore we may take it that improved farm machinery has enabled 49 per cent of our people to produce food not only for themselves, but for the other 51 per cent. Such a condition could not have been brought about without the improved farm machinery. This process is still going on and the tractor is in the great scheme.

Hoover will Address Implement Men.

When the National Implement & Vehicle Association of the United States holds its twenty-eighth annual convention in Chicago, October 12-14, one of the speakers will be Herbert C. Hoover.

His acceptance of the invitation to address the farm machinery manufacturers was practically coincident with that of W. P. G. Harding, governor of the Federal Reserve Board, and Secretary of Agriculture Henry C. Wallace.

Keeping Track of Sales

The other day the writer was conversing with the manager of a large wholesale implement concern. The topic was the probable future demand for certain types of implements. The manager made a statement that is well worth the consideration of the dealer who has not yet inaugurated a sales record covering the lines he handles. He said:

"If it is necessary for us, handling a great variety of implements, to keep a sales record to assist us in determining future requirements, it is just as important for the retail dealer even in a small way."

Keeping a monthly sales record of the various lines is a simple matter once the system has been installed. It can be carried on in conjunction with an inventory record, if need be. All that is necessary is a book ruled vertically into twelve spaces, representing months. The implements can be tabulated according to type —plows, harrows, cultivators, etc., the various lines being subdivided into different sizes, makes or types of the individual implement. This record can be extended to cover practically every line the dealer handles, from hitches and eveners, to the biggest and slowest moving lines the individual dealer represents. At the end of a month the sales of the lines, be it plows, disc harrows or cream separators, are entered in the monthly record. The entry of so many sold is made of each specific size and type of implement in the monthly column opposite the name of that particular size or make of implement.

At the end of the season the dealer has an absolute record of all that he sold—in every line. By comparison with his stock inventory records he knows how many of a line are left, and can also tell at a glance what makes of implement sold best. But the main value of such a monthly sales record is that it gives the dealer an invaluable guide in placing his orders from season to season, knowing how many of a particular line he sold and with a knowledge of how local conditions may have affected the movement of the individual machine, he can with due reference to his prospect list as applied to the class of goods place his requirements with far greater exactitude than is the case if he depends purely upon his memory as regards the quantity sold of any specific machine. By the use of such a system he has not to hunt through his books to dig out the figures; he has them before him.

Business Changes—Personal Items

Partnership is registered in the Souris Garage, Souris.

J. I. Toew has commenced in the auto business at Niverville.

John A. Brown is now handling automobiles at Pilot Mound.

P. K. Eseu is the name of a new dealer who opened at Steinbach.

Bert Walters has opened an auto repair shop at Vancouver.

A. Sterne is operating an auto repair shop at Horndean.

M. F. Rollins is carrying on an auto concern at Macoun.

Noralto Oil Co., Ltd., was recently incorporated at Saskatoon.

The Central Garage Co., Ltd., has been incorporated at Wilkie.

G. Louis, of Goodeve, has started in the auto repair business.

H. C. Bakken is handling implement specialty lines at Fleet.

A. A. Messner is owner of an automobile business at Lebret.

Frank D. Buck has closed his business at Kinsella.

C. Betts has commenced in an automobile business at Ninga.

The General Garage Co., Winnipeg, has dissolved partnership.

F. D. Buck has closed his automobile business at Kinsella.

A. A. Derby is carrying on a tractor and farm machinery business at Perdue.

C. W. Oxley is now International agent at Strathmore, where he succeeds J. H. Walls.

Scarf & Scales are succeeding Scarf & Stevens in the garage business at La Riviere, Man.

An implement business is being started at Vegreville by W. H. Ferguson.

Austin Miller is commencing in the implement business at Dunleath.

Setters, Ltd., of Kamsack, are reported to have had a fire loss in their automobile business.

R. B. Mableson is owner of an automobile repair shop at Kenora.

S. M. Henderson has sold out his automobile business at Findlater to Dan. McKechnie.

Anderson & Hansen, auto dealers at Milestone, have sold out in that town to Zerr Bros.

Spence & Miller have commenced an auto and repair shop at Regina.

A. Maconochie has sold out his automobile and garage business at Clive to Prill & Hetherington.

M. T. Briggs is adding a garage to his business at Oyen.

Stanley Kilburn, of the A. & K. Machine Shop, Vancouver, has retired.

The Mitchell Motor Agency, Ltd., Victoria, has assigned to P. Wollaston.

Neufeld Bros. are the owners of a new garage and auto repair business located at Niverville.

The Winnipeg Auto Top and Trimming Co. was recently incorporated at Winnipeg.

John Todd is the owner of a vulcanizing and tire shop at Red Jacket.

C. Monteith has commenced business in an auto and tractor repair shop at Enderby.

The Vancouver Heights Garage is a new enterprise in the coast city.

Marvin Quintette has opened an automobile and accessory business at Bethune.

Campbell & Gould, automobile dealers at Antler, have sold out their business to A. Milne.

A Wilson is the owner of a new garage and repair business at Woodnorth.

Abraham & Parson have commenced in the car and garage trade at Calgary.

The Western Supply & Equipment Co., Calgary, recently assigned.

Monitor Oils, Limited, Calgary have been granted a Dominion charter.

The Woodlawn Garage has opened in St. Vital, a suburb of Winnipeg.

The Edson Light & Power Co. has been incorporated in that town with a capital of $10,000.

McKee & Swanson have sold out their automobile interests at Rowley.

The Economy Foundry Co., Portage la Prairie, has assigned to the National Trust Co.

Fred Miller has sold out his auto business at Expanse to F. E. Crosby.

A. H. Graham succeeds L. Kimbriel in an automobile concern at Francis.

J. H. Worsell,, harness dealer at Gull Lake, has sold out to J. Latour.

W. Flynn is the latest addition to the automobile trade at Halkirk.

The Western Suply & Equipment Co. are negotiating the sale of their Calgary business.

It is reported that E. S. Clinch will re-commence his implement and tractor business at Shellbrook.

Paradis & McRoberts, implement dealers and garage owners at Meyronne, are succeeded by Paradis & Bolstad.

S. J. Matthews, garage owner and automobile dealer at Grand Forks, is stated to have sold out his business to D. McPherson.

The Jones Tractor and Implement Co. Regina, have assigned to the Bankers' Trust Co., of that city.

The Day-Smith Motor Co. have commenced operations in Vancouver.

E. L. Young has opened an automobile accessory business at Rumsey.

W. M. Bush has started a tire and accessory business at Coleman.

Grant & Elener have commenced a vulcanizing and repair business at Kerrisdale, B. C.

The Rand & Carter Tire Co., Vancouver, has been dissolved. In future P. H. Carter will have sole control of the business.

Greenhow & McClure have taken over the auto repair shop at Chilliwack, formerly controlled by T. L. Lillie.

Dorward Bros., the automobile dealers at Miniota, have added implement lines and a tractor agency to their business.

Partnership is dissolved in the firm of Haldeman & McLean, implement and automobile dealers at Vegreville.

H. Roberts now operates the implement business at Lemberg, formerly carried on by E. P. Aldous.

F. C. Harley has taken over the car and tractor business at Altario, formerly operated by J. A. McLeod.

The Colfax Garage, Colfax, is in new hands. It has been taken over by J. W. Smith, formerly a partner in the business.

The Western Supply and manufacturing Co., Winnipeg, has made application to increase their capital stock to $100,000.

Modern Utilities Ltd., distributors of lighting plants and other equipment in Vancouver, have assigned.

Geo. Mutch has opened a tire and repair shop in Vancouver. He has sold out his interests in the Pacific Rubber Tire and Repair Co.

Frank E. Goodwin, formerly editor of Farm Machinery-Farm Power, St. Louis, has entered the printing business at Kirkwood, Mo.

Manitoba Engines, Limited, engine and farm machinery manufacturers at Brandon, have assigned to the Canadian Guarantee Trust Co.

The Morgan Jones Co., Ltd., implement and hardware dealers at Dinsmore, have made an application to change the name of the Company to E. L. Jones Co., Ltd.

Lorne Tractors, Ltd., have located a factory at Chatham, Ont. A site has been secured and a shop is already in course of erection.

H. W. Hutchinson, the general manager of the Sawyer-Massey Co., Hamilton, Ont., recently returned east after an extended visit to the branches of the company in Western Canada.

W. J. Wilson, sales manager of Western Steel Products Ltd., Winnipeg, recently returned from his vacation and is ready for a big fall business.

Smitton, Holland & Co., Regina, have dissolved partnership. In future the company will be carried on by the F. Holland Auto Top & Upholstering Co., at 2115 Smith St.

The Graham Motor Co. have opened an office in Calgary, while in the same city Henderson and Love have discontinued their automobile business.

The Saskatchewan Garage Men's Association, Ltd., has been incorporated in Saskatoon, and registered under the Companies Act. Capitalization is given as $20,000.

J. P. Ritchie,, manager of the John Watson Mfg. Co., Winnipeg, left for the factory at Ayr, Ont., the latter part of August. Mr Ritchie will visit Toronto while east.

F. W. Kamm, formerly manager of the tractor division of the Allis-Chalmers Mfg Co., Milwaukee, died recently of kidney trouble. He retired from the tractor business a few months ago.

During a fire in Roblin the latter part of August, Dunlop Bros., implement and hardware dealers, and R. S. VanCamp, implement dealer, suffered fire loss through damage to their premises.

D. Drehmer, manager of the Winnipeg branch of the John Deere Plow Co., left recently for a visit to the factory of the company at Welland, Ont.

P. J. Grout, manager of the Twin City Separator Co., Winnipeg, recently left for a vacation, going east by the Great Lakes. Mr. Grout will visit Buffalo, Niagara and Pennsylvania points and will spend some time at the Canadian National Exhibition, Toronto.

R. Bell, manager of the Robt. Bell Engine and Thresher Co., Seaforth, Ont., passed a few days at the Winnipeg headquarters of the company, the latter part of August. Going west he visited the Regina branch of the company.

E. B. Sawyer, general manager of the Cushman Motor Works of Lincoln, Neb., visited the Winnipeg branch of the company the last week in August. Mr. Sawyer reports an improvement in demand for farm equipment in U. S. territory.

J. D. Chappell, who for the past two years has been assistant sales manager of the General Ordnance Co., has been appointed assistant sales manager of the Thos. Cusack advertising agency.

H. F. Anderson, manager of the Anderson-Roe Co., Winnipeg, left for Rockford, Ill. early in the month. He will visit the headquarters of the Emerson-Brantingham Implement Co. in that city.

A. H. Laidman, manager of the Canadian Briscoe Motor Company, Brockville, Ont., states that the Eastern business of the Company has been good, but the demand quieter in the Western provinces. Mr. Laidman anticipates that following harvest the automobile business will show considerable improvement in the West owing to the effect of the crop money in circulation.

Nick Hornsby, International dealer at Neepawa, does not consider that business is bad. He is pushing right along, and is rolling up a nice trade that gives a direct challenge to the dismal statements being made at present regarding the demand for farm machinery. Nick believes that constant plugging pays the dealer.

Joseph McKone, International dealer at Vermillion, reports that considering conditions, business keeps up wonderfully well. Mr. McKone believes that these days will prove out the value of the dealer who gives service, not only at the time the sale is made, but who follows it up.

A. L. Upton, R. S. Williams and Arnold P. Yerkes, of the Chicago offices of the International Harvester Co., recently paid a visit to the Ottawa branch of the company. Mr. Yerkes gave an interesting and instructive address to a convention of dealers and blockmen.

E. J. Gittins, vice-president of the J. I. Case Threshing Machine Co., Racine, Wis., recently visited the Western Canadian branches of the company. Mr. Gittins will proceed west to the Pacific coast branches in the United States.

W. Umbach, manager of the Waterloo Mfg. Co., Portage la Prairie, in their fall drive for separator business, cleaned out their entire stock. Mr. Umbach is well satisfied with the business done by the company.

R. C. Brewsaugh, advertising manager of the tractor division of the Allis-Chalmers Mfg Co., Milwaukee, is at present on an extended visit to their distributors in the Western States. Mr. Brewsaugh will visit the Western Canadian trade centres, investigating trade possibilities on behalf of his company.

(Continued on Page 16)

MAX

OIL WAGON TANKS

Make Money for Enterprising Dealers

Write

Western Steel Products Ltd.

Winnipeg, Man. Regina, Sask.
Calgary, Alta. Edmonton, Alta.

I'll Show You A Silo

that will boost your farm earnings

My Toronto Silo will put dollars in your pocket.

It will boost the value of your farm.

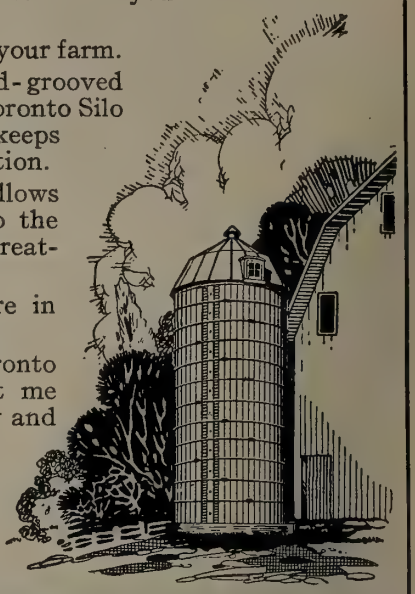
Its double-tongued-and-grooved selected Spruce makes the Toronto Silo absolutely air tight, which keeps the ensilage in perfect condition.

Its famous Hip Roof allows you to tramp the Ensilage to the top of the staves—and adds greatly to its appearance.

Drop in next time you're in town and let us talk it over.

I have other lines of Toronto Farm Equipment too. Let me show you their dependability and economy.

Dealers Name and Address



ONTARIO WIND ENGINE & PUMP CO. LIMITED

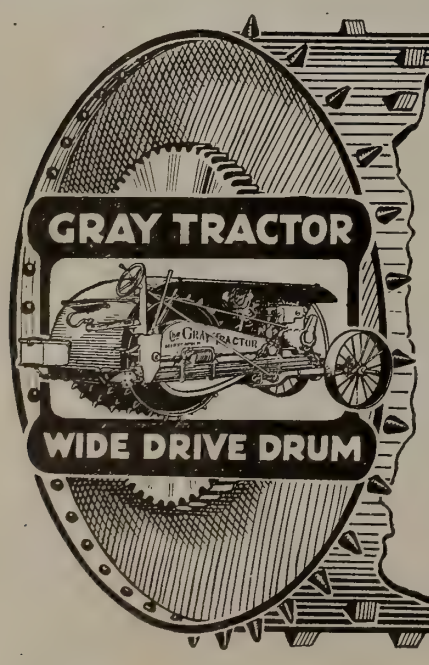
TORONTO

Helping the Dealer Advertise Locally.

In our last issue we made some mention of the dealer advertising plan inaugurated by the Ontario Wind Engine & Pump Company, Toronto. On this page we show a sample of the solid plate advertisements which are supplied their dealers by this concern.

A space is mortised out in the plate so that the dealer can have his name and address inset by the publisher of the local newspaper. A series of sixteen very attractive ads. to help the dealer increase the local demand for the "Toronto" line are available, and the Ontario Wind Engine & Pump Co., pay 50 per cent of the dealer's advertising expenses and supply the plates free. The only proviso made by the company is that the liability by the individual dealer in the year, so far as the manufacturer is concerned, should not exceed $25.00. This means that in addition to the advertising payment to the dealer he must also use $25 worth of advertising himself—in short the company go "fifty-fifty" with the trade in connection with the advertising of Toronto products.

This dealer advertising scheme is used very extensively by the dealers in the eastern provinces and the western trade should avail themselves of this offer, for at the present time live local advertising by the dealer will do much to stimulate his demand. Full details of the advertising plan of this company may be had from their western branches at Winnipeg, Regina and Calgary.—Advt.



MORE TRACTION

And Proper Distribution of Weight

These are some of the distinct advantages afforded by the wide drive drum.

The Ideal Tractor for Fall Plowing

Some Good Territories still open for Agents. Write for our proposition.

Gray Tractor Co. of Canada, Ltd.

Office and Showrooms, Dept. I, Lombard St., Opp. Grain Exchange, WINNIPEG.

Western Distributors: Northern Machinery Co., Lethbridge and Calgary; C. Waring Co., Moose Jaw; The Tractor Co., Ltd., Saskatoon.

Case Leads in S. A. Tests.

In South Africa, near Pretoria, the Faculty of Agriculture, Transvaal University College, with the co-operation of the South African Tractor Dealers' Association, recently supervised tractor plowing trials lasting a full week. Of the fourteen entries competing, eleven were made in the United States.

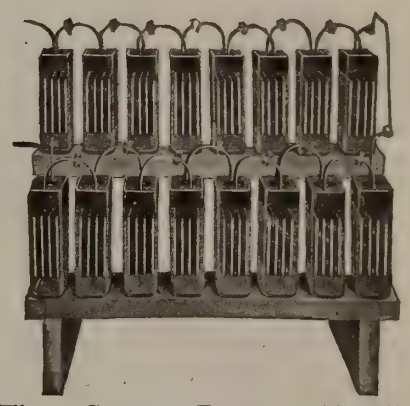
The J. I. Case Threshing Machine Co. received a cablegram from their South African representative as follows: "Case 15-27 Tractor leads all kerosene tractors economy operation government trials, Pretoria."

Northern Electric
POWER AND LIGHT

Belt connected plant—operates from any good engine

A Complete Line of Electric Farm Plants and Accessories

Belt Connected Plants
Direct Connected Plants
Water Systems
Portable Motors
Appliances
Wires and Supplies



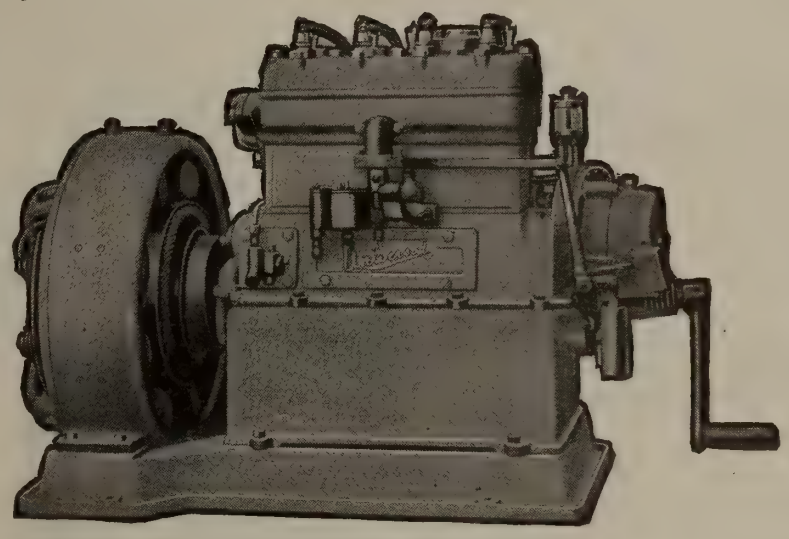
Titan Storage Battery, 16 cells supplied with each plant, 120 or 216 Ampere Hours.

This line will make you the Electrical Headquarters of your district.

With the Plant you can usually sell a Water System, while limitless follow-up sales possibilities are yours with Utility Motors, Vacuum Cleaners, Washing Machines, Dishwashers, Irons, Toasters, Percolators, Wiring Devices of all kinds, Fixtures, etc.

Write Our Nearest House Now

Be the Farm Electrifier of Your District



110 Volt D. C. Universal Plant

For installations of 4KW, 8KW or 12KW

Northern Electric Company
LIMITED

MONTREAL QUEBEC TORONTO WINNIPEG CALGARY EDMONTON
HALIFAX OTTAWA HAMILTON LONDON WINDSOR REGINA VANCOUVER

Personal Items
(Continued from Page 14)

The Babson Statistical Organization has opened an office in Winnipeg. The organization already has two other offices in Canada, branches having been opened in Toronto and Montreal.

J. W. Lawson, formerly a block man in Ottawa territory for the International organization, has been appointed motor truck salesman .

H. F. Heath, formerly connected with the Cleveland Tractor Co. of Canada, Winnipeg, has been appointed district supervisor with the Cleveland Tractor Co., Minneapolis.

J. A. Tanner, manager of the Winnipeg branch house of the International Harvester Co., reports excellent demand for their line of threshers this fall. Mr. Tanner anticipates a steady improvement in business.

J. S. Findlay, harness dealer at Shoal Lake, is reported to be discontinuing business.

Thos. Owens, secretary of the Belfast Ropework Co., Belfast, Ireland, visited their local agent, J. K. Bell & Co., Winnipeg, recently. Mr. Owens was investigating the binder twine market in the Canadian West, as his company produce a large tonnage of twine from their Belfast plant.

Mr. Parker, vice-president of the Parker Motor Car Co., Montreal spent a few days in Winnipeg during August. His company will be in production by the first of December and will bring out a 2-ton truck as well as their line of passenger cars.

Three new automobile concerns were opened recently in Grandview. Matthews & Kirton, and Routley, are garage owners, while Villeroy & Wolfe have commenced in an auto and tractor repair business.

We regret to note the death of B. R. Gypson, an implement dealer at Manville. Deceased was well known in his town and territory, and was very popular.

Auto Equipments, Ltd., Montreal, have been authorized to change the name of the company to the British Piston Ring Co., of Canada.

The J. L. Crossen Metal Works have been incorporated in St.Boniface, a suburb of Winnipeg, and a subsidiary of the same concern is the Vapo-Injector Sales Co.

We had a visit recently from our old friend George Matheson, formerly implement dealer at Craik, Sask., Mr. Matheson has been having a real vacation this snmmer around Meaford, Ont., where he says the fishing is fine. He went west to Craik where he will spend a few weeks in connection with his interests in that centre. George finds that the respite from the worries of the implement business has helped him greatly as regards health.

F. E. Raymond, secretary of the Saskatchewan branch of the Retail Merchants' Association spent a week in Winnipeg recently attending the convention of the provincial executives of the R. M. A. Mr. Raymond states that the implement and auto trade action in Saskatchewan is increasing its membership steadily.

C. E. McTavish, general manager of the Samson Tractor Co. of Canada, Oshawa, Ont., accompanied by W. Marshall, assistant manager, recently spent some time at the western branch of the company at Regina. Mr. McTavish went very fully into conditions with Mr. Glover, western manager of the company, who reports a good demand for the Samson line.

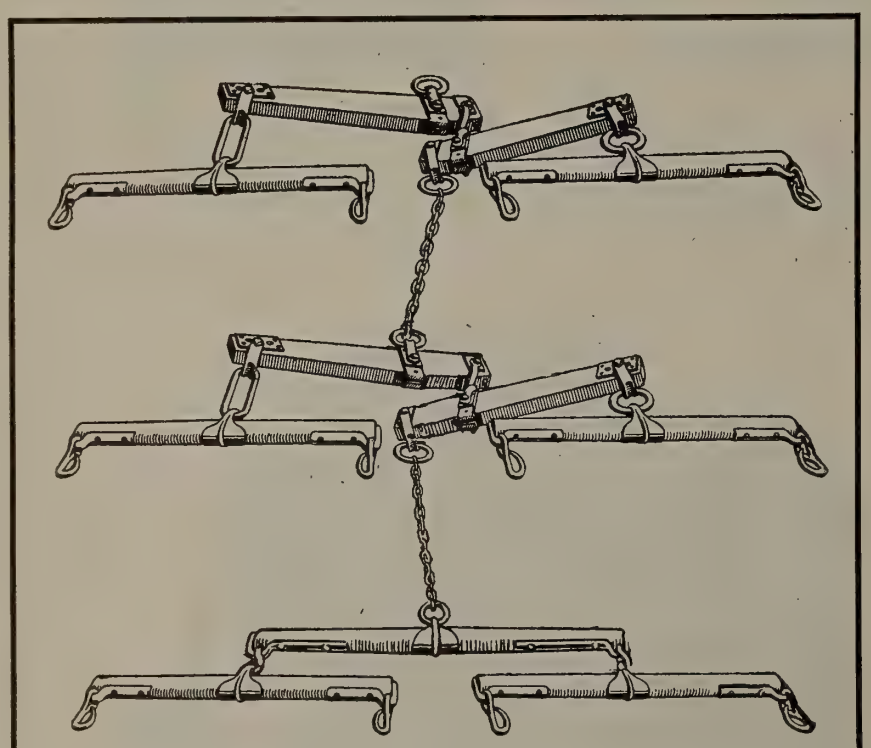
Case Lower Prices.

A report from Racine, Wis., shows that on August 11th the J. I. Case T.M. Co. lowered prices on the following lines:— Tank trucks, sweep and belt power balers, silo fillers, and their line of automobiles.

Better wait a minute at the crossing than forever at the cemetery.

Westwo Perfect Equalizer

Equalizes Perfectly on Every Horse in the Team, whether of Two or Twenty Horses



Westwo Perfect, 2-Horse Abreast; 6-Horse Tandem

Made for: Two, Three or Four-Horse Abreast, in Combination up to Twenty Horses, or with Two Horses in the Lead.

Straight in Draft–Light in Weight Has No Equal for Field Work

Write us for Catalogue and Prices on the "Westwo" Perfect and other Equalizers and Hitches

D. Ackland & Son Limited

WINNIPEG CALGARY

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. *Ltd.*

A Complete Printing Service

BANNATYNE AVE. WINNIPEG

Dairying and Dairy Equipment.

It is a good sign that in the Canadian West a live interest is being shown in mixed farming, following the drop in grain values. From the standpoint of the trade the mixed farming territory is a better place to do business than in the all-grain area. Much may be said by the farmer as to the cost of labor for mixed or dairy farming, but where farm help is hired by the year the total paid to all-year help is not a great deal more than the higher wages paid by the grain farmer during his crop season.

The continuance of alternate grain cropping and summerfallowing must lead to troubles in agriculture, the worst of which is probably soil drifting and the weed pestilence. The humus is depleted by extensive tillage; our Western soils must be built up by returning the fertility they lack.

With mixed farming we improve our soil by growing grasses, feed roughage and have manure for application to the cultivated field. With one fourth to one third of the tilled land in pasture, and the remainder divided between fallow or fallow substitutes and cereals, we would have much less soil drifting. Even in years of utter failure so far as grain crops are concerned, the careful farmer can get revenue that will carry him along. He is a better customer for the farm equipment dealer, and more of a cash customer.

Dairying and mixed farming open a trade field for many lines which are not sold in so great volume, such as barn equipment, ensilage machinery, feed cutting equipment, dairy equipment, and milking machines, cream separators, etc. The demand is more stable, and the dealer has less of the "quiet season" which exists in areas where only grain farming is followed.

The sale of silos in the West this year is a good indication, and the silo is another line that the dealer will find profitable. In this connection the live stock commissioner for Manitoba says:

"Silage has all the advantages of roots as far as feeding value is concerned and can be produced at far less expense. It is not difficult to handle and, unlike roots, will keep from one season to another.

"There is no doubt that the use of the silo is the solution of the feed problem. I confidently expect silage feeding to become universal in profitable feeding of live stock. Other foods are made more effective when silage is fed freely. Large quantities of feed can be stored under conditions which develop the least percentage of waste and at the minimum cost, once the silo is built. Convenience of feeding is also an important consideration. While silage can possibly be fed with most profit to dairy cattle, I maintain that it can be fed with great profit to other stock. It is pleasing to note that a number of silos have been built by our farmers this year."

Blaming Mr. Fordney.

The New York World asks: "What did the Fordney Tariff do to us?" Continuing, this paper refers to U.S. farm machinery exports as follows:

"Our exports to Canada of mowers and reapers fell from $59,136 in June last year to $25,776 in June this year; ploughs and cultivators from $253,300 to $24,698; commercial automobiles from $502,890 to $97,313; passenger automobiles from $1,271,481 to $703,191"

While Mr. Fordney may be to blame to some extent, we believe that "Mr. Business Depression" is not entirely unconnected with this drop in exports deplored by the New York World.

Mail Order House Shows Huge Loss

The Sears-Roebuck Co., Chicago, one of the largest commercial houses in the U.S., during the first six months of this year lost $3,500,000, but the process of liquidation still proceeds. The reduction in inventory for the half-year was about $25,000,000. At the end of June the inventory of the company was $80,000,000. It is believed that this will be reduced to forty millions by the end of 1921. The directors of the company state that there is no money in the business at the present time, and that some time will elapse before they get back to normal.

The NEW LISTER LIGHT and POWER PLANT

A Splendid Fall Line for the Dealer

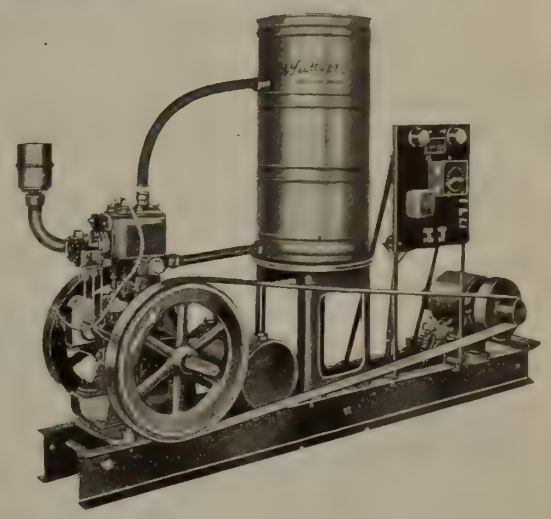
The new Lister Electric Light and Power Plant is the ideal plant for dealers to push at this season. Our price is right—but don't forget—Quality tells long after price is forgotten. The following reasons assure satisfactory business:

It is a really high-grade plant throughout, operated by the world-renowned, British-built, Lister Engine.

It is NOT a high-speed "box-o-tricks"—but a slow-speed, robust and efficient plant which will stand up and give satisfaction for years.

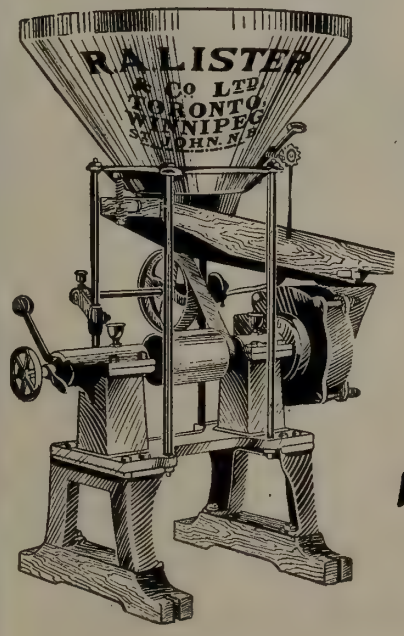
It is self-contained; requires no special foundation, being sent out complete with steel girders, ready for starting up right away.

It is belt-driven, providing power for operating the pump, washing machine, cream separator, grinder, and all farm work within the power of the Lister Engine.



WRITE FOR OUR NEW ATTRACTIVE PRICES AND TERMS

It is the best value in an Electric Light Plant ever offered, and every installation sold will sell others. We manufacture 14 sizes of electric lighting plants. Capacities from 14 to 1500 lights. Either belt-driven or direct connected.



Lister Grinders have Great Capacity

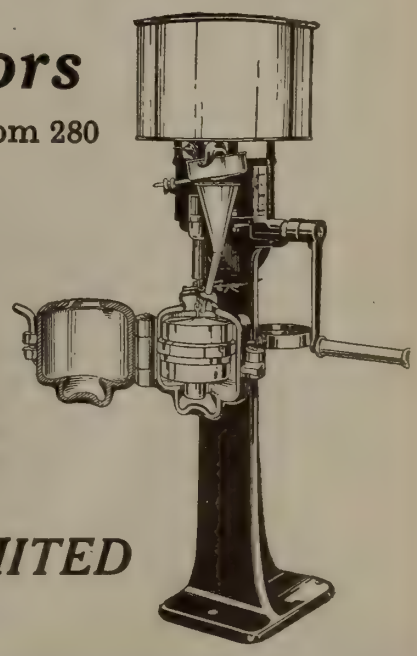
Five sizes: 6, 8, 9 3/4, 10 1/2 and 12 inch Plates

We guarantee Lister Grain Grinders to grind more feed on the same power than any grinder of the same size on the market. Durable and rigid. Heavy steel shaft has extra long bearings. Ball-thrust bearing. Ample screening capacity. Strong, reversible plates; worm force feed. All machines are fitted with bagger pulley. Sold with or without base.

Melotte Cream Separators

12 SIZES: CAPACITIES from 280 to 1,300 Pounds

After 30 years' continuous success the "Melotte" still leads for efficiency and merit. Over a million in use. Self-balancing, frictionless bowl. Unequalled for quality construction and close skimming. The 1921 models are better than ever, and bring prestige to the dealer—satisfaction to the user.



The Complete LISTER Line Includes:

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister-Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Power Pumping Outfits etc.

R. A. LISTER & CO. (Canada) LIMITED

WINNIPEG TORONTO

Cleveland Tractor Co. Have New Model

The Cleveland Tractor Co., of Cleveland, O., have placed a new tank type tractor on the market, their model F. This is a two bottom tractor with a 3¼x4½ in. motor, giving 16 h.p. on the belt. It travels at 3 m.p.h., and will plow from 6 to 8 acres a day, according to the makers. The Cletrac model F weighs only 1,820 pounds and is only 80 inches long, 50 inches high, and 32 inches wide.

It is narrow enough to work between corn and cotton rows, and push a two-row cultivator. This new tractor will sell for $845 at factory, while the company also announce a two-row cultivator to sell with the tractor which is listed at $135 f.o.b. factory. The cultivator has a clearance of 30 inches.

No oil cups or grease cups are seen on the Model F. The filler pipe to the combined motor and gear case is the only feed point for oil, which is supplied direct from the case to all parts of the tractor. The adaptability of this model, its mechanical refinements and the use of alloy steel mark a new step in tractor development. It is of simple and accessible design. There is no main frame, the motor, transmission and differential asemblies are so designed that they bolt together as a solid unit from front to rear.

Case Tractor Makes Record in Poland

On June 14 the Posen Chamber of Agriculture held a tractor and plow trial at Siekierki, Poland. A large crowd of farmers attended who showed great interest in the 15-27 Case tractor and four-bottom Grand Detour plow which were demonstrated. A tract of land was allotted each machine, and the reports of the trials show that the Case 15-27 did the best work. It plowed to a depth of 8 inches, and also showed its efficiency with a cultivator. The tractors which took part in the test were: Case, Fiat-Excelsior, Stock, Mocarz, Hansa Lloyd, Fiat, Saunderson Universal, and Austin.

Appointed Western Sales Manager for Ruggles Company.

C. W. McElroy, late of the Republic Motor Truck Co., Alma, Mich., has been appointed western sales manager of the Ruggles Motor Truck Co. Ltd, of London, Ont. His headquarters will be at Winnipeg and Vancouver, with complete charge of sales in the territory between those points.

C. W. McElroy

Mr. McElroy has had a very extensive experience in the distribution of motor trucks during the past five years in the north-west ern states, and has a thorough knowledge of both the construction and service side of the business. His ability and reputation as a salesman should result in a big increase in business for the Ruggles organization throughout the west. Popular with automotive dealers wherever he had done business, the trade in Western Canada will find close co-operation and splendid sales assistance from the new western sales manager of the Ruggles Motor Truck Co.

U. S. Farm Values.

In a preliminary report the U. S. Bureau of Census announces that the value of farm property in the United States on January 1, 1920, was $77,925,989,073, as compared with $40,991,449,090, in 1910.

At the same time the value of farm machinery on the farms of the country, on January 1, 1920, was given as $3,595,317,021, as compared with a value of $1,265,149,783 in 1910.

Keep on the right side—of traffic oops.

A hen doesn't cross the road—she gets smashed.

WE REFINANCE MATURING BOND ISSUES

We finance newly organized corporations which show promise of development and and have a good field.

If any of YOUR company Bond issues are about to Mature—and refinancing is necessary CONSULT US ON THIS VITAL MATTER NOW.

We finance corporations of established earning power also those which plan safely for business extension.

All Correspondence Confidential

PIONEER TRUST COMPANY

166 W. Jackson Boulevard - - - Chicago, Illinois

Show your Customers how it is Real Power Economy to Replace with Wilkie Rings—

Wilkie

for - - -
Automibiles
Motor Trucks
ractors
Stationary Engines
Motorcycles,
etc.

Dealers who display Wilkie Piston Rings have more power to sell every owner of an Automobile, Tractor or Engine. Wilkie Rings, by preventing piston ring leakage, also save fuel. They mean economical operation wherever piston rings are used. No matter what kind of rings a motor has had before, it will pay your customer to replace with Wilkie Piston Rings.

A Guardian against Compression Loss, Oil and Fuel waste, Pre-ignition, Carbon Deposits

You make firmer friends for your business and secure the appreciation of your customers when you sell them Wilkie Rings. Made from single-cast, close-grained, properly proportioned materials, they give equal tension all around cylinder walls - - the foundation of proper power production. Manufactured by an exclusive process so that distortion through heat is decreased to a minimum. Dealers have proven that Wilkie Rings have backed up by performance every promise made for them. They PRODUCE THE POWER.

With Wilkie Rings You Sell Packaged Power

All Sizes Up to 6x1/2

Dealers: Don't lose this profitable business. Every Wilkie Ring is unconditionally guaranteed. Show them in your store, and go after the Fall replacement ring demand. Shipped in cartons when requested, otherwise wrapped in strong paper. Every package plainly labelled with sizes.

Lay In An Assorted Stock--They Sell Fast--
Prices and Discount On Request

Universal Cylinder Re-boring Tools

The handiest tool the dealer or repair man can have. Can be used by hand or drill press. Simple in design. Comprises a cutter head with six cutters, adjustable in unison. Rebores all makes of auto, tractor and stationary engines, either open or closed-end cylinders. Get our catalog.

WINDSOR MACHINE AND TOOL WORKS

312-316 Pitt Street West - - Windsor, Ont.

Stress Develops Stronger Dealers

Musing over conditions in the tractor business, both past and present, Dave E. Darrah, sales promotion manager for the Hart-Parr Co., Charles City, Ia., says that the old jingle following is very opportune:

"From the day of your birth till
you ride in a hearse,
There's nothing so bad but it
might have been worse."

Just as proof of this Mr. Darrah reports that the sales from the field continue to come across in a slow but hopeful procession. "Sales to farmers are being made everywhere," he said, "by dealers with persistence and grim determination to stick to the job. Out of this period of stress are coming a class of tractor and implement dealers infinitely stronger, more aggressive and versatile in sales methods than ever before. There is nothing like the trials of adversity to bring out the best there is in men. Because of this fact, we look to the future more hopefully every day, as we see the splendid class of dealers emerging from this readjustment period."

A New International Cultivator

The International Harvester Co. have placed a new tool on the market—a field cultivator built in four sizes, 6, 7½. 9 and 12 feet. The first three sizes are available either for horse or tractor hitch and power lift exclusively.

The International field cultivator is a summer fallowing machine that can be used as a weeder and for seed bed preparation. It has two types of gangs, broad blades or duck foot shovels which generally are used in summer fallowing, or spring tooth gangs which really convert the machine into a high-grade spring tooth harrow.

The spring tooth gangs may be equipped with ordinary double-pointed shovels for seed bed preparation and tillage work, or they may be fitted with special long points which have been demonstrated as very successful for working quack grass roots to the surface.

New Grand Detour Plow

The GrandDetour plow division of the J. I. Case Threshing Machine Co., Dixon, Ill., have developed a new rigid-beam orchard plow. In general design it is much the same as the regular, rigid beam plows, being changed however, in a number of details to meet orchard conditions. This type of rigid beam plow is made in 2, 3 and 4-bottom sizes.

Because of the compact design and the hitch adjustment it is possible to plow very close to the trees. The wheels on the 3 and 4-bottom plows are set inside the width of the plowing range and the hitch can be set so that the right hand bottom will plow eighteen inches beyond the tractor drive wheel, even when the wheel is equipped with extension rims.

No Noxon Repairs Available.

Dealers are advised that no repairs whatever are now obtainable for Noxon binders and implements. The repair stock was sold out when the factory discontinued, and has since been scrapped and remolded.

There is no substitute for safety.

A MESSAGE TO AUTOMOTIVE REPAIRMEN

If you are repairing starters, generators or ignition systems you should become acquainted with our service.

We officially represent:

DELCO KLAXON REMY

Authorized by United Motors Service Inc.

AUTO-LITE ATWATER KENT WESTINGHOUSE

Starting, Lighting, and Ignition systems.

Authorized Distributors of genuine

TIMKEN NEW DEPARTURE HYATT

Bearings.

We sell no "pirate parts","replacement parts" or "parts to fit". Every electrical part and every bearing we sell is guaranteed to be the genuine product of the original manufacturer. Write, wire or phone your requirements. We ship within two hours of receipt of order.

All makes of starters, generators and magnetos repaired. 24-hour service on work shipped in.

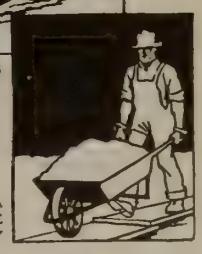
Write for particulars of our Registered Dealer plan for selling genuine Delco and Remy parts.

LION'S AUTO GARAGE LTD.

230 FORT ST. WINNIPEG MAN.

Use Our Information Service, See Page 22.

HARD THIS WAY, BUT—



EASY ON A TRACK THE CLETRAC WAY

Get Your Share of Cletrac Profits

Cletrac is leading right now. Its tank-type tracks—its ability to do all sorts of farm jobs whatever the weather, make it the fast selling tractor today. And Cletrac brings profits the year through because it delivers work all four seasons.

Crops are good and farmers who have been talking tractors will soon all be BUYING. Now's the time to join the Cletrac Crew and make sure of your full share of the business. Start today to round up prospects. You'll find Cletrac a big money maker. Over and over again Cletrac has proved its ability to do "more kinds of work more days in the year."

We have a dealer proposition that's sure to please. Write us to-day for the details. Get our instructive booklet "Pay Dirt in the Tractor Field."

SPECIFICATIONS

Horsepower : 12 at drawbar, 20 at belt pulley.
Length : 96 inches.
Width : 50 inches.
Height : 52 inches.
Weight : 3455 pounds.
Turning Circle : 12 feet.
Traction Surface : About 800 square inches.
Centre to Centre of Tracks : 38 inches.
Belt Pulley : Diameter 8 ins. face 6 ins.

The CLEVELAND TRACTOR COMPANY of Canada Limited

Home Office: Windsor, Ontario.

Western Sales Office. 261 Fort Street, Winnipeg.

Cletrac TANK-TYPE TRACTOR

Keeping up Sales Effort.

The Harvester World gives some interesting particulars of the results achieved by dealers who have proven that country canvassing pays at the present time. Salesmen helped those dealers to smoke out the prospects, but the orders were proved to be in the country. In connection with the present advisability of going after the business, Harvester World says:

"Until every farmer has been conclusively proved not in the market—and this should be demonstrated as often as a new season rolls around—there is country work for every dealer who wants business.

"The usual let-down after harvest should this year become a period of sustained effort prolonged from the rush days of the busy season. While in training for speed and quick decision is the time to light out for the country and make the coming months the record breakers for industry.

"This is not the year for the happy-go-lucky and phlegmatic, and the winners—the ones who can say at the end of the year that they've made 1921 come across—will be those dealers who exerted sustained pressure in the country."

Many a "joy ride" turns out a "jaw ride."

Short skirts are great for getting upstairs.

Bosch Battery Ignition Systems.

The American Bosch Magneto Corp., Springfield, Mass., announces their compensating battery ignition system, which has taken over four years to develop. The Bosch timer-distributor and the Bosch coil make up what is commonly known as the battery ignition system. Two types are available, "T" and "TM".

The type "T" includes a governor which operates a cam so that, in accordance with the engine speed and characteristics, the exact corresponding advance is given the ignition spark, resulting in compensation for the variable advance required under different operating conditions.

The type "TM" is identical with the type "T" but differs in that the compensating feature is not included, and the advance needs manual control. Each outfit has five distinct units: Main housing, interrupter cup, compensating feature, distributor and ignition coil. The Acme Magneto & Electrical Co., Winnipeg, the Bosch service experts, consider that the new equipment meets the greatest electro-mechanical need of the automotive industry.

U.S. Imports Cream Separators.

The imports of cream separators by the United States in 1919 were only $387,741, but in the twelve months ending June, 1921, these imports had increased to $1,500,241.

In contrast to this, the exports of cream separators for the year ending June, 1921, were only 16,967 machines, at a valuation of $801,851, as compared with 24,043 machines, at a valuation of $1,133,068 in 1920.

Exports of gasoline engines for the 12 months ending June, 1921, amounted to $23,526,568, as compared with $33,210,763 in 1920.

Machinery Prices Down in England.

In Britain some of the tractors sold are $200 to $300 cheaper than last spring. Some makes sold formerly for $2000 are now offered at well under $1500. Plows, harrows and cultivators for tractor use have been reduced 15%. Feed machinery and grinders show a drop of 15%, and harvesters are quoted $50 cheaper. Farm engines and threshers also show a downward tendency. The Fordson tractor is now quoted at $1125 f.o.b. factory in Great Britain.

Opposed to Fair Exhibits

At a recent meeting of the executive committee of the National Implement and Vehicle Association, in the United States, the committee reaffirmed its opposition to general implement exhibits at state fairs, the sentiment of the committee being "that with the exception of tractor and tractor implements, exhibits at state fairs should be discouraged."

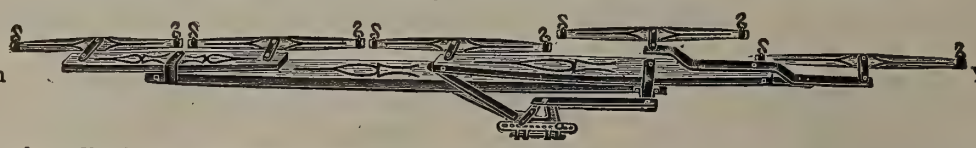
Britain Producing Tractors.

British manufacturers are increasing their output of tractors steadily. It is stated that imported machines are not being sold, as the British tractors can be produced more cheaply. The record of one concern shows that in 1919 they sold 160 tractors and 358 lighting plants, but in 1920 this increased to 2026 tractors and 382 lighting plants.

GREGG 4 or 5-HORSE PLOW EVENERS

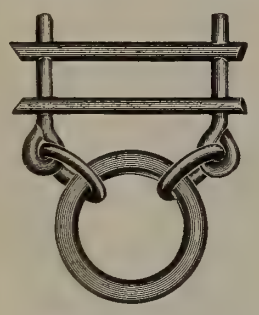
Have a Dependability that Ensures You Sales

The Best Plow Hitch Made



Order Your Stock Now

When a dealer sells Gregg Plow Eveners he gives his customers a line that will stand the strain of the Heaviest farm service — because Gregg wood stocks are specially selected ,inspected and tested in every manufacturing operation.



More Sales---More Profit---Repeat Orders

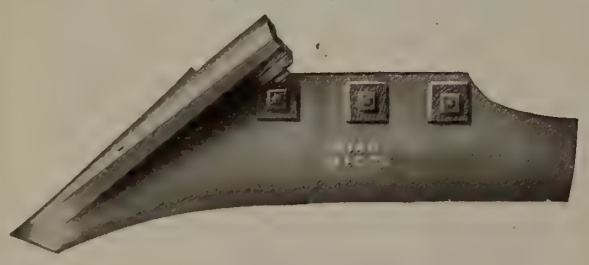
Our No. 410 Four Horse Gang, Sulky and Disc Plow Evener works four horses abreast one horse in furrow. Perfect distribution of draft; every horse pulls its share. Extra heavy wood parts; strong malleable castings. Suit any plow with cross clevis hitch, or any flat draft bar for disc plows.

The No. 420 works five horses abreast, one in furrow. Very strong construction; of specially tough and strong timber. Adaptable to any gang with cross clevis hitch or with clevis attachment fits any gang frame hitch or frame beam gang design.

We also handle a complete line of Wagon Hardware, comprising Neck-yoke Center Irons, Neck-yoke End-Irons. Singletree and Whiffletree Ferrules and Hooks, Box Rods, etc., etc. When you order always specify GREGG.

GREGG MANUFACTURING CO., LTD., Winnipeg, Man.

There's a Star Share for Practically Every Plow in Use.



A Reinforced Landside Strengthens the Weld.

Fall Plowing is Here Farmers are Asking for

STAR FITTED PLOWSHARES

Is Your Stock Adequate?

Our Shares are guaranteed Perfect in Quality, Fit and Finish. They are manufactured by experts from specially selected materials. A real money-maker for the dealer.

Quick Sales---Good Profits---Big Demand

Finished complete with bolts, ready to attach to plow. Known by farmers everywhere, and with a variety in type that assures your taking care of requirements.

Made exclusivly by the

Star Manufacturing Company

Carpentersville, Ill., U.S.A.

Note the Trade Mark. Order from Your Nearest Jobber

Wilkinson-Kompass Limited
Winnipeg
F. G. Wright & Co.
Winnipeg
J. H. Ashdown Hardware Co.
Winnipeg, Saskatoon and Calgary
Western Implements Ltd.
Regina
Metals Limited
Calgary and Edmonton
Western Canada Hardware Co., Lethbridge

A Tale of Three Dealers.

In Western Canada it will be found that the majority of the retail implement dealers who have made a marked success in the business started from small beginnings. Such men are carrying on the implement stores shown on this page, and their premises are a credit to the towns in which they do business.

Premises of H. B. Hartley, Lampman, Sask.

Raymond Mercantile Co. Handle International Line.

H. T. Howe, Three Hills, Alta., Gets Tractor Business.

Out at Three Hills, Alta, H. T. Howe made his first contract for the International line some nine years ago. With the development of the country around Mr. Howe built up a fine business. His new warehouse, which we illustrate, is made of corrugated steel, and is well equipped in every way. In front of the building Mr. Howe can be seen looking over the first shipment of the twenty-eight tractors he sold last year. In addition to tractor trade last year he sold, amongst other lines, eleven threshers, twenty-four engine gangs, fifty-nine binders, twelve drills, twenty-five wagons, and a big line of mowers, reapers, rakes, cream separators, horse plows, and some 63,000 pounds of twine.

Mr. Howe is a firm believer in repair service, and his repair room is a model of its kind. In this territory there are over sixty Titan tractors in operation. He believes that good service, assistance to his customers and fair and honorable dealing are the factors that have won him the confidence of his customers.

Going south we meet another live International dealer at Raymore, in the person of H. S. Allen, head of the Raymond Mercantile Company. As well as operating a large general store, a picture of which we show, the company distribute the complete International line of implements and power farming machinery. A

Mr. DEALER

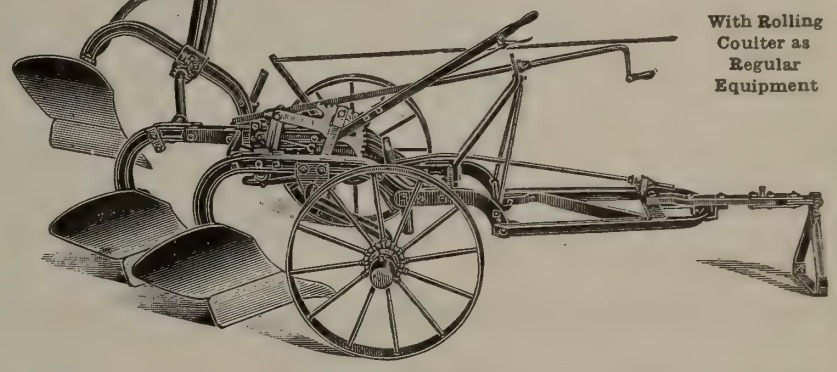
The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

$150 Buys This Standard Tractor Plow NOW!



With Rolling Coulter as Regular Equipment

Special Dealers' Price, while they last, $150, F.O.B. Winnipeg, in Lots of Three.

The farmers want price. Here it is—a 2-3 bottom tractor gang at a figure on which the dealer can get business right now. Below 1914 prices. Only a limited quantity, so rush your orders. Excellent construction. Lever action changes from 2 to 3 bottoms in an instant. Stubble or breaker bottoms. Screw adjustment for depth. Dealers: Grasp this opportunity and special offer.

A BARGAIN IN BELTING

One hundred only, high grade endless rubber belts; 8 inch, 5 ply; length 23 feet 9 inches. Absolutely new; quality stock. Adaptable to threshers and heavy power machinery. They'll sell in your district. SPECIAL PRICE, $12.50 EACH.

$1150 F.O.B. WINNIPEG

Lincoln No. 2 24x46 Separator

We Still have a few on hand Our Price cannot be equalled Rush your orders.

Quote the farmer our special price—and you get the business. The Lincoln 24x46 is strongly built, easy running and has remarkable capacity. Just the size for owners of a 10-20 or 12-24 tractor. Our 1921 prices assure business, and your customers get the biggest thresher value in the West today. Write or wire for prices.

CUSHMAN FEED GRINDERS in four sizes

Flat Plates: 6, 8, 10 and 14-inch.

Easily driven; large capacity. Do splendid work. Wide range of adjustment for fineness. Rigid, vibrationless design. Heavy drive shaft. Get our attractive offer on this grinder.

CUSHMAN ENGINES For All Winter Work

After operating the binder the 4 h.p. Cushman light-weight engine is the most efficient and dependable power the farmer can have for winter chores. Economical, uniform speed, maximum power. Schebler carburetor, throttling governor, friction clutch pulley. Canada's foremost farm engine. Their quality has never been equalled.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. C.F., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

large volume of the implement trade is done annually in Raymore territory. Mr. Allen believes in giving service and believes that consistent local advertising and the use of a live mailing list are big factors in maintaining a good local demand for their farm equipment lines.

East in Saskatchewan territory at Lampman, is the commodious and up-to-date establishment of H. B. Hartley, International dealer in that town. This fine building, which we illustrate, was finished lately, and is a credit to both the owner and his town. It is complete in every detail, and is lighted throughout by electricity. Along with Mr. Hartley, standing opposite the open door, his sons, King (extreme left) and George (extreme right) act as official service men and make up the firm, which has built a fine business through service. Their motto is that: "it is never too early or too late to serve customers." Fourth from the left in the group is Salesman Ellis of the Harvester organization, who has just looked in to visit the boys.

Silos in the West.

It is estimated that one thousand silos were built in the three prairie provinces of Canada this year. It is reported that one firm in the States, which has made a specialty of erecting silos, secured orders for two hundred of these structures to be erected in Manitoba alone, In Saskatchewan and Alberta the demand was also heavy. This should mean an added demand for silage handling equipment.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Department, CANADIAN FARM IMPLEMENTS, Winnipeg.

J. A. M., Alta.—Disc harrow with parts marked D H is a "Budlong" harrow formerly manufactured by the Janesville Plow Co., Janesville, Wis. It is now manufactured by the Samson Tractor Co., Janesville. For prompt delivery specify parts needed to the John Watson Mfg. Co., Winnipeg, who handle Janesville repairs.

M. M., Man.—The Harvest Queen farm truck was formerly made by B. F. Avery & Sons, Louisville, Ky. You can get parts from the factory or by addressing the nearest branch at 600 North Third St., Minneapolis, Minn.

W. Machine Co., Sask.—This firm wants to get repairs for a disc harrow with part S100. Our lists do not identify the maker of this harrow. Can any reader tell its make?

H. B. B. Alta.—The hay rake with ratchet T204 is an old style "Tiger" rake made by the Frost & Wood Co., Smiths Falls, Ont. You can get the part from the nearest branch of the Cockshutt Plow Co.

L. M. & W., Sask.—Boxing for disc harrow with numbers DD48L, DD55 and DD54 is an old type Frost & Wood harrow. You can get the necessary parts by addressing the Cockshutt Plow Co., Saskatoon.

J. R., Man.—Grain saving guards are handled by D. Ackland & Son Ltd. Winnipeg, and by the Anderson Grain Saving Device Co., 56 Albert St., Winnipeg.

R. H., Man.—Repairs for the old Fish wagon can be had from the Bain Wagon Co., Kenosha, Wis.

M. V. Trading Co., Alta.—Part K415 is from a disc harrow made by the John Deere Plow Co. It is a gauge casting, but the harrow is not marked "Gautter". We believe, however, that you will find the part required is for the Deere harrow. Write the Calgary branch.

H. Bros., Sask.—Repairs for the Goodison thresher can be had from the nearest branch of the John Deere Plow Co.

M. C., Man.—The Champion mower is a line manufactured by B. F. Avery & Sons Co., Louisville, Ky. You can get parts from the Minneapolis branch, at 600 North Third St., Minneapolis.

W. O. M., Man.—You can get repairs for the Meadows grain elevator from Lindsay Bros. Minneapolis. As it is a four-foot extension you require, you can, however, get this particular repair at once from H. Rustad, 416 Corydon Ave., Winnipeg.

E. & Co., Sask.—Your order for sixty No. 55 links for grain elevator buckets has been sent to the Twin City Separator Co., Winnipeg, who can supply same.

J. W. C., Sask.—You can procure grain lifters or extended guards for fallen grain from D. Ackland & Son Ltd., Winnipeg.

T. J. G. Sask.—Repairs for the Fuller & Johnson plow can be had from the Madison Plow Co., Madison, Wis.

S. C., Man.—Wilkinson plows are not stocked in the Canadian West. For parts write to the Bateman-Wilkinson Co., Ltd., Toronto.

O. Bros., Sask.—We regret that we cannot identify the make of feed grinder with no name or casting number except No. 2 cast on frame. Can any subscriber tell what make of grinder this is?

A. E. D., Sask.—No repairs for an Empire grinder can be had except from the factory. The manufacturers are the Empire Manufacturing Co., Quincy, Ill.

H. Bros., Sask.—We have forwarded your order for repairs for the Ruth Feeder to the Maytag Company, Logan and Arlington, Winnipeg. They are western distributors for this line, and have all necessary repairs.

J. B., Man.—You can get a mower buncher for handling short grain from the International Harvester Co. of Canada, Winnipeg. Your enquiry has been turned over to them for attention.

W. C. B., Alta.—Repairs for a Witte Jr. 4 h. p. engine can only be had from the manufacturers. Address the Witte Engine Works, 1767 Oakland Ave. Kansas City, Mo.

W. E. V., Man.—Requires axle bearing, with no number, for disc harrow. This bearing runs in journal, upper half 466, lower half 457. The journal caps coincide with those for a ball bearing box on a disc made by the Ohio Rake Co., Dayton, Ohio. No repairs are available except at factory.

LET'S GO

TO PACIFIC COAST OR EASTERN CANADA FOR YOUR VACATION

A "JIM DANDY" VACATION TOUR ON THE CANADIAN NATIONAL

PACIFIC COAST — Daily Trains through Canadian Rockies, Choice of Routes on Land and Sea, Going or Returning. Low Summer Tourist Fares, Liberal Stop-overs.

EASTERN CANADA — Choice of Routes. Daily Trains. See Toronto—Quaint Old Quebec—The Thousand Islands and Magnificent Niagara Falls. Sail Down the St. Lawrence.

LET US ASSIST YOU IN PLANNING THE VACATION

DECIDE NOW To take a holiday. You owe it to yourself and family. Get suggestions and full information as to fares, reservations, train service etc., from any agent. Ask for Tourist Booklets, they're free.

W. E. DUPEROW, General Passenger Agent WINNIPEG, MAN.

Canadian National Railways

FOR SERVICE

FOR COMFORT

Manufacturers-Distributors-Wholesalers

Regular Trade Advertising Creates Buying Opportunities—and Cuts your Sales Costs

Build Business by Consistent Advertising in

Proven Reader Confidence and Reader Preference

CANADIAN FARM IMPLEMENTS

Western Canada's only Implement and Tractor Trade Journal

Reaches Tractor and Farm Equipment Dealers in Canada's Greatest Sales Territory

Our Subscribers sell Equipment to over 300,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine Oils, Greases, etc.

The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

MANY farmers have been out of the buyer's market for some months, but their needs are increasing daily. The best time to sell is when the farmer is receiving money. Farm trade will be better than any other trade this Fall. Now is the time to commence your Fall and Winter advertising campaign. Trade will come with a rush.

¶ The advertiser who has a widespread and efficient dealer organization—with adequate local stocks—will be most apt to get the early farm trade.

¶ Keep your product before practically every tractor and farm machinery dealer in Western Canada by concentrating your trade advertising in Canadian Farm Implements. Maintain your reputation for progressiveness in selling.

¶ Advertising in Canadian Farm Implements reaches an exclusive trade field. Every unit of circulation pays. You cater to the dealer's convenience, save his time and keep your lines before the trade effectively and economically. You help the dealer balance rival claims. When your salesman calls, your advertising has paved his way. It saves the time of both dealer and salesman—and you reach the very best type of dealer.

¶ We are back to *real merchandising*—to a question of *turnover* and *profits*. Back the quality of your goods by reaching the best men to sell your products. Lower your sales costs by using our pages.

Advertising Rates and Distribution of Circulation sent upon request

CAN TRACTORS BE SOLD?

Tractors Advertised in The Nor'-West Farmer

AULTMAN-TAYLOR
Aultman-Taylor Machinery Co.

AVERY
Canadian Avery Co.

ALL WORK
Geo. White & Sons Co.

BEAVER
Goold-Shapley & Muir Co.

BATES STEEL MULE
Bates Machine & Tractor Co.

CANADIAN
Alberta Foundry Co. Ltd.

CASE
J.I.Case Threshing Machine Co.

CLETRAC
Cleveland Tractor Co.

CATERPILLAR
Canadian Holt Co.

EAGLE
Waterloo Mfg. Co.

E-B
Emerson, Brantingham Implement Co

FORDSON
Ford Motor Co.

G-O
General Ordnance Co.

GRAY
Gray Tractor Co.

HART-PARR
Hart-Parr Co.

HEIDER
Waterloo Mfg.Co.

HUBER LIGHT FOUR
Huber Mfg. Co.

IMPERIAL
Robert Bell Engine & Thresher Co.

I.H.C.
International Harvester Co.

MONARCH
Monarch Tractors Ltd.

MASSEY-HARRIS
Massey-Harris Co.

NICHOLS & SHEPARD
Nichols & Shepard Co.

OIL PULL
Advance-Rumely Thresher Co.

PLOW MAN
Plowman Tractor Co.

STINSON
Stinson Tractor Co.

SAMSON
Samson Tractor Co.

TILLSOIL
Canadian Tillsoil Farm Motors Ltd.

TWIN CITY
Minneapolis Steel & Machinery Co.

WALLIS
Sawyer Massey Co.

WISCONSIN
Wisconsin Farm Tractor Co.

WATERLOO BOY
John Deere Plow Co.

The man who believes with the Chinaman that the automobile is a contraption of the devil—no pushee, no pullee, go-ee like hellee—and should not be used is probably a poor tractor prospect. He sees only the instances where a very necessary convenience is abused and becomes an unnecessary expense and burden. He also has in mind a very few farmers who did not need tractors and bought them only to learn this. But the tractor—the economical tractor applied to farms where it can prove its economy—has come to stay.

Most farmers believe in motive power—most of them use it in some form. But very few farmers believe that the tractor will displace the horse on western farms. No one else ever believed they would—least of all the big tractor manufacturers.

A great many tractor manufacturers also manufacture horse drawn outfits for all kinds of work but **because they have proven through the experience of tractor owners that the best farm equipment, on good sized farms, includes both tractors and horses, they are also producing tractors.**

Some farmers have been disappointed with tractors because their farms are too small for their profitable use; a few have bought freaks. This only proves however that tractors should only be sold to men who need them, and there are still plenty of these men in Western Canada.

The dealer has two questions to answer for himself: (1) How many farmers in my district can porfitably use tractors? (2) What standard make can I sell with every assurance that it is economical and applicable to my district?

With these questions answered it is time to plan to make sales. There are several standard makes of tractors, widely advertised through big farm papers like The Nor'-West Farmer, the owners of which testify to their economy and usefulness. Any of these are possibilities for your territory. The time has come to put the tractor business on a purely merit basis, to sell farmers tractors they need, not merely ones they can be induced to buy. The dealers who do this will win.

Keep tab on the best sellers by reading The Nor'-West Farmer

The Nor'-West Farmer

The Pioneer Farm Journal of Western Canada

FARM SALES SERVICE

Winnipeg - - Canada

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 10 WINNIPEG, CANADA, OCTOBER, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

An Advantage to Farmers

As the pioneer Bank in Western Canada, we are bankers for the United Grain Growers, the United Farmers of Alberta, the Saskatchewan Co-operative Elevator Company, and other similar institutions.

Consequently, individual farmers find it a distinct advantage to transact their business through this Bank.

UNION BANK OF CANADA

Head Office : : WINNIPEG

459

Can You Run?

If so READ — for this is written so that "Those who run may read."

In the past twelve months Canadian dealers have placed signed applications in the Winnipeg office for over

$5,000,000.00

of fire insurance. These dealers know the value of a dollar. They know they will receive the dividends we told them they would receive for they are protected by a cash surplus of nearly Two Million Dollars.

We are now charging board rates and returning to hardware and implement dealers 50% of the premium paid. Think of it! And we have been paying this same dividend for the past Thirteen years.

It is high time you gave serious attention to the matter of your fire insurance costs. Write today for explanatory folders or for our representative to call.

Licensed in Quebec, Ontario, Manitoba, Saskatchewan, and Alberta.

THE CANADIAN HARDWARE AND IMPLEMENT UNDERWRITERS

802 Confederation Life Building, Winnipeg.

Watson's "Excelsior" Power Blower Cutters get Trade

A powerful, fast worker. Handles 6 tons per hour. Regularly equipped with plain table; travelling feed table, if desired. Has 13-inch throat Length of cut, ⅜ to 1 inch, or with extra gears, 1⅛ to 3⅛ inches. Heavy balanced, double-knife wheel. Large feed box and well fitted feed rollers. One lever starts, stops, and reverses. Knives and gearing fully enclosed. Special English steel knives. Get full particulars.

Important Announcement

On and after October 1st. 1921 the John Watson Mfg. Co. will be sole Western Distributors, from Fort William to the western boundary of Alberta of the entire line of

Gilson Farm Machinery

This includes:- Gilson Gasoline and Kerosene Portable and Stationary Engines from 1½ to 12 H. P. Gilson Silos and Silo Fillers, Power-driven Swing and Drag Saws, Grain Grinders, Pump Jacks, Manure Spreaders, Cream Separators, etc.

Full stock of Gilson machinery and repairs are carried by us at our Winnipeg warehouse Live Dealers throughout the territory should write us at once regarding exclusive sales proposition.

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG MAN.

Literature and particulars sent on request.

FITTED PLOW SHARES

Shares Stocked at Regina for every make of Plow

PLACE YOUR ORDER TO-DAY

HARROW TEETH — CUTIVATORS — PAINTED AND VARNISHED EVENER WOODS PLOW HITCHES WAGON SETS

CHRISTIANSEN IMPLEMENTS

Land Packers, Mulchers, and Plow Harrows

The House of Quality *We Ship Daily*

Write for Latest Catalogue

Western Implements Limited

Cor. 6th & Scarth St. Regina, Sask.

Every Man

assigns the bread and butter of his children, their education and support, the shelter of his wife, her fuel and clothing, by neglect of Life Insurance.

Is it wise to have these duties subject to foreclosure by death?

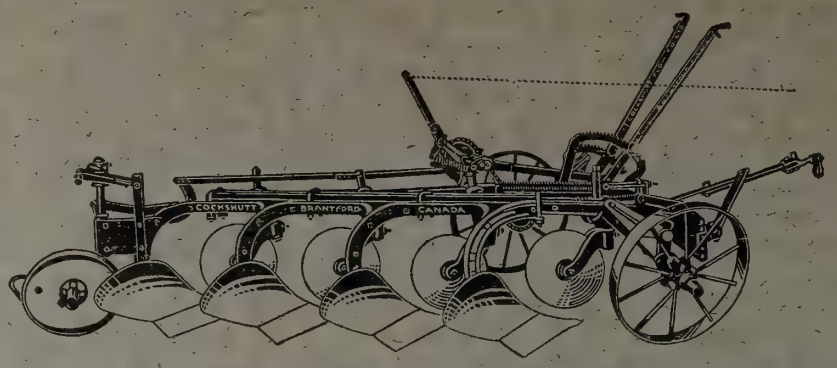
The Great-West Policies will protect them against such a contingency.

Enquire for rates at your own age.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P. 16"

Head Office : : WINNIPEG



COCKSHUTT TRACTOR PLOWS

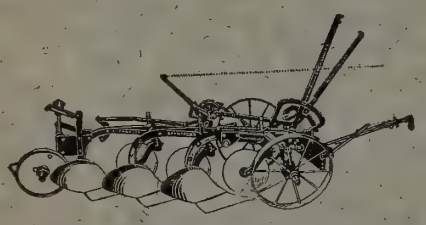
WHEN a farmer buys a Tractor he realizes the necessity of a careful choice of the Plow, Harrows etc. he will also require. Dealers selling Cockshutt Implements are in a splendid position to secure a large share of this trade because they have a full line of Plows and Tillage tools that have proven their worth in every part of the country.

Moldboard and Disc Types

Cockshutt moldboard plows are serving thousands of farmers and working day by day behind every make of tractor. They are adaptable to any plowing condition and are made in such a variety of sizes that you can supply any reasonable demand that will be made of you.

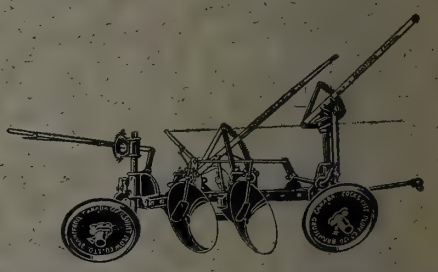
So also the Disc plows. All are made by experienced plow builders to suit the peculiar requirements of Western Canada. Your customers will be particularly satisfied with the ease of operation, the great strength and the splendid work of these plows.

Further particulars and supplies of literature can be had from nearest Branch.



Cockshutt Plow Co., Limited

Winnipeg Regina Saskatoon
Calgary Edmonton



PISTON RINGS

Make Old Engines New.

Eliminate Power Loss in Cars, Trucks, Tractors, Stationary Engines, Motorcycles.

Canadian Made---In All Sizes up to 6 ins. x 1-2 inch.

Every dealer knows the cause and effect of carbon deposits in the cylinder heads of motors, and just why some dealers suggest using expensive Piston Rings can only be accounted for by their lack of experience with "Wilkie" Piston Rings, which are manufactured by such a process that they are perfectly round and quick-seating, when completed. This is all any ring should be, even though the cost be ten times as much.

Adopted as standard by the Packard Motor Co., Montreal, and many other conservative Canadian buyers. Made in Canada by Canadian labor. Guaranteed to be as nearly perfect as money and brains can produce. For your own protection as a dealer it will pay you to carry an assorted stock of Wilkie Rings. You will profit by the demand, and better still, will create satisfied customers.

Every Ring Guaranteed. Reasonable Price. Order a Trial Set.

No matter what kind of rings an engine has, Wilkie Rings will pay as a replacement proposition. They are manufactured by an exclusive process from single-cast, close grained, properly proportioned materials. By our process of production distortion through heat is reduced to a minimum. Consider the demand that exists in your territory. Show your customers how to assure maximum engine power—lower fuel and oil costs—by installing Wilkie Rings.

Universal Cylinder Re-boring Tools

The handiest tool the dealer or repair man can have. Can be used by hand or drill press. Simple in design. Comprises a cutter head with six cutters, adjustable in unison. Rebores all makes of auto, tractor and stationary engines, either open or closed-end cylinders. Get our catalog.

Don't pay Fancy Prices. Stock Wilkie Piston Rings

Show them in your store. Explain their power-saving efficiency to your trade. Wilkie Rings are shipped in cartons, otherwise wrapped in strong paper. Every package is clearly marked with sizes.

WINDSOR MACHINE AND TOOL WORKS

312-316 Pitt Street West - - Windsor, Ont.

CANADIAN FARM IMPLEMENTS

Vol. XVII., No. 10 WINNIPEG, CANADA, OCTOBER, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c

Leading Manufacturers Announce Reduced Prices

On October first the leading companies in the farm implement business in the Canadian West, announced substantial reductions in the price of their lines. It is anticipated that this will have a stimulating effect on Fall business, and as most of the prices issued are for the entire 1922 season they should instill confidence that will result in good Spring business.

The Cockshutt Plow Co., Ltd.. from its western branches, announces an average reduction of 20 to 25 per cent on the Cockshutt line. Wagons and sleighs show a slightly less reduction than other lines, also hay tools. Plows, cultivators, drills, binders, etc., average 20 to 25 per cent lower than former wholesale prices. The prices issued by this company are for the entire 1922 season.

The International Harvester Company of Canada had not their reductions definitely settled on October third, but stated that the average reduction would be from 20 to 25 per cent. During the season price reductions were made on tractors and stationary engines. In U. S. territory the reduction made October first for the 1922 season ranges from 10 to 20 per cent, covering the following lines:

Tillage implements, binders, mowers, reapers, hay rakes, drills and seeders, feed grinders and farm wagons. No further reductions are made on tractors. Concerning the new reductions, an official at Chicago said:

"In determining these prices we have made a careful study of the market and labor conditions and have based our price reductions on the lowest possible raw material and production cost that can, under the most favorable conditions, be forecast for the season of 1922. We have entirely disregarded inventory cost as well as current cost of production.

Up to October third the John Deere Plow Co., Ltd., had not received definite information regarding the scale of reductions to apply to their lines. David Drehmer, vice-president of the Canadian organization, in an interview with Canadian Farm Implements said:

"While the John Deere Plow Co., Ltd. have not yet received the new prices from the company's headquarters, we understand that the prices to be issued will, as in the past, compare favorably from the standpoint of quality construction, with the new prices of all other implement manufacturers selling in Western Canadian territory."

The Massey-Harris Company, Limited, announced their new prices on October first, following a general statement on the readjustment of implement values issued on September 20th. Reductions on the Massey-Harris line vary from 15 to 30 per cent, with an average reduction for the line of 20 to 22 per cent The price reductions issued on cash and time sales apply to the following goods:

Plows, binders, cultivators, disc harrows, cream separators, manure spreaders, feed cutters, grinders, packers, wagons, gears, wagon boxes, etc. In announcing the new prices, C. H. Whitaker, manager of the Winnipeg branch of the Massey-Harris Co., says:

"By selling out the goods we have on hand we can start the wheels turning again in our five big manufacturing plants—and what is more important still—we can furnish needed employment to thousands of Canadian workmen. The prices now issued are such that every implement we sell will be sold without profit. Implements manufactured and in stock at the factories or branches have all been marked down; in addition all raw materials on hand have been repriced for inventory and manufacturing purposes, on the basis of to-day's actual cost, or less. As a result the production of new machines will proceed on a basis which will permit of their being sold at the lower prices now issued. Obviously, considerable loss is involved in this drastic marking down of manufactured goods and raw materials."

It is announced that the Toronto factory of the Massey-Harris Co. is likely to be re-opened on October 10th. It has been closed down for about two months.

Canadian Price Situation

Throughout the season this publication has followed the matter of prices in U. S. territory very closely. As regards Canada, an analysis of the price of implements since 1914 shows that during the first three years of the war practically no increases were made on the majority of Canadian lines. During those three years, labor costs rose 32 per cent as an average, and material costs about 36 per cent. Raw materials delivered and contracted for on favorable terms allowed prices to be kept down.

Even when prices in general were highest farm implements made in Canada did not increase in the same ratio as did the cost of raw materials used. As an example, even today material costs average 98 per cent greater than they were in 1914. Comparing the price of the following materials in September 1914, and September, 1921, note the percentage of increase:

Coal per ton, increase 166%; lumber per thousand, 140%; section steel, ton, 127%; malleable castings, ton 119%; coke, ton, 104%; cold drawn steel, ton, 71%; pig iron, ton, 51%. Add to this the increase in labor costs, and in addition the high freight rates maintained on both raw materials and finished goods, and it seems evident that the Canadian factories, as in the U. S., have quoted the lowest possible prices they can from the standpoint of replacement value, and in the hopes that present costs of production and distribution may be lessened.

The farmer has never made the complaint upon the advanced price of automobiles that he has on implement prices, yet comparing the weight of an automobile with that of a binder, for example, we find that the cost of the cheapest automobile is 44 cents per pound, while that of the binder is only 14 cents per pound.

Both are practically of the same basic materials, and the binder is the most complicated and costly machine that the modern implement factory produces.

The Fanning Mill a Good Investment For The Farmer

The value of the fanning mill to the farmers in the Canadian West is certainly evident at this season of the year. Climatic conditions have affected the grade of the crops, and the man who carefully cleans his grain before marketing has a chance to get better returns than the man who sells his crop uncleaned.

Back in 1919 screenings were quoted for months at $21 a ton and much was heard of ways and means of getting them back to the west for feed. Had the screenings been kept in the west this discussion need not have taken place.

Today elevator concerns at the head of the Lakes are paying the steamship companies 50 cents a ton to take the screenings out and dump them in the lake. Up to the end of last month well over 4000 tons of screenings had already been so dumped. Steamers entering Port Arthur and Fort William pass through miles of floating chaff and seeds—an immense value of feed for stock, which is making a banquet for thousands of lake waterfowl who appreciate the value of western screenings.

During the war, and later, the high feed value of screenings was fully proved. It seems mighty poor economy to see them wasted, although admittedly it would not pay to ship them back to the west for feed. The farmer should realize that freight has already been paid by him on the transportation of this tonnage of

screenings from the prairies to the lake-head. Need they ever have left the prairies?

Following the harvest the dealer should take every opportunity of pointing out to the farmer the value of the fanning mill as a machine that saves him money both in spring and fall. In spring there should be no reason for a farmer paying a fancy price for seed grain of possibly lower grade than he grows right on his own land. When he grows a good crop there is no better source from which to select seed for his next crop. By careful cleaning and selection he eliminates the weed seeds—the biggest robbers on the modern farm. He procures seed grain of the best quality and adapted to his particular soil and climate. He plants better, cleaner and hardier seed and assures increased yields. Properly cleaned and graded seed should need no recommendation to the farmer in those times when grain values decline. It has been proven that a well designed and efficient fanning mill used for seed selection and cleaning will practically increase the acreage of the farmer 10% to 30%—and with no additional plowing, seeding, etc.

Cleaning For Market

But at this time of the year the fanning mill is especially valuable for cleaning grain for market. The arguments for the sale of this machine are so many that the dealer has no lack of sales points—provided he has a good machine to sell and one that does the work as it should be done.

Even at the present prices for such equipment, and the price of fanning mills did not rise in comparison with many other farm machines, a farmer can pay for his mill over and over again in a single season by stopping the foolish policy of selling dirty grain to the elevators. Why not save the cleaning charges? Why not conserve the screenings for feed? Farmers agree that this is no time to sell stock, but a mighty good time to buy stock for the man who intends to go in for stock raising. The screenings have a feed value that makes it pure waste to ship them with grain. Can any man compute the daily profits made by elevators on marketing grain that is dirty or mixed with foul seeds. The dealer with a good line of fanning mills can say to his customers, and truly:

"Every time you send unclean grain to the elevator you deliberately put money into another man's pocket instead of your own. You are "docked"; you have to pay for the cleaning; you lose the screenings and may have to buy your own screenings from the elevator. Not using a fanning mill is good business for the elevator—but not for you.

"Clean your own grain. Get an efficient power mill if need be. Clean your market grain now, and your seed grain next spring. Make from one to two grades on your crop. Keep your screenings and put the profits into your own pocket. Stop giving money away. If you can afford it, why not purchase some stock for you can get the feed from your crop and can buy to advantage today."

The Demand Increases

Happily we can record that the sale of fanning mills has steadily increased but there are yet a great many farmers who do not possess this simple and efficient means of saving and making money. A machine so easily sold, and with so high a value as an investment, should have the particular attention of the dealer in farm equipment. It is high time that our agricultural authorities instituted a campaign to show the value of this machine on the modern farm. In the meantime the implement dealer can do much to educate his customers by explanation and demonstration of what the grain cleaner can do. In selling the fanning mill, you are truly selling something that makes money for the customer, and that pays for the investment as rapidly as any unit of farm equipment sold in the Canadian West.

Hardware Mutuals Make Big Gain

The Canadian Hardware and Implement Underwriters, 802 Confederation Life Bldg., Winnipeg, has just issued the July 30th. financial standing of its guaranteeing companies, which shows a substantial increase in surplus since January 1st 1921. Present net cash surplus to policy holders is $2,219,241.51 which is a gain of $367,469.84 in the first seven months of 1921. This is a particularly noteworthy item when attention is called to the fact that this company charges the same rate as do the board companies and returns at the end of the policy year one half of the premium to the policy holder. This company enables the hardware and implement dealer to purchase his fire insurance at exactly half the cost of the old line companies. Assets of the guaranteeing companies total $4,388,699.08 with total insurance in force on July 30th of $301,459,564.00.

C. L. Clark, the manager, advises us that to date Canadian dealers have placed on file at Winnipeg applications for well over Five Millions of insurance within the course of a few months.

The Company is now doing business in Quebec, Ontario, Manitoba, Saskatchewan and Alberta, and their policies are stated to be very popular with the implement trade. The guaranteeing companies of this concern have been selling fire insurance to the hardware and implement dealers in the North Western States for the past thirteen years, during which period they have steadily maintained their attractive dividends to policy holders.

The Avery "One-Man" Road Razer

Every rural community requires good roads—roads that are passable the year around. The Avery Co., Peoria, Ill. have developed a new machine, the Road-Razer, which it is claimed will replace the now obsolete horse-drag or horse-drawn Maintainer. It is in effect a tractor road-planer and leveller.

The Avery One-Man "Road Razer" in Operation

The operator sits at the rear of the tractor with the blade in front of and below him, so that he is sitting in a comfortable natural position and can see exactly what work is being done. The blade attachment is 12 feet long and is swung at an angle underneath the machine on a sub-frame which is bolted to the main frame. The blade itself made in three sections, two 5 feet in length and one 2½ feet, is adjustable both to the curvature of the road and the depth of the cut.

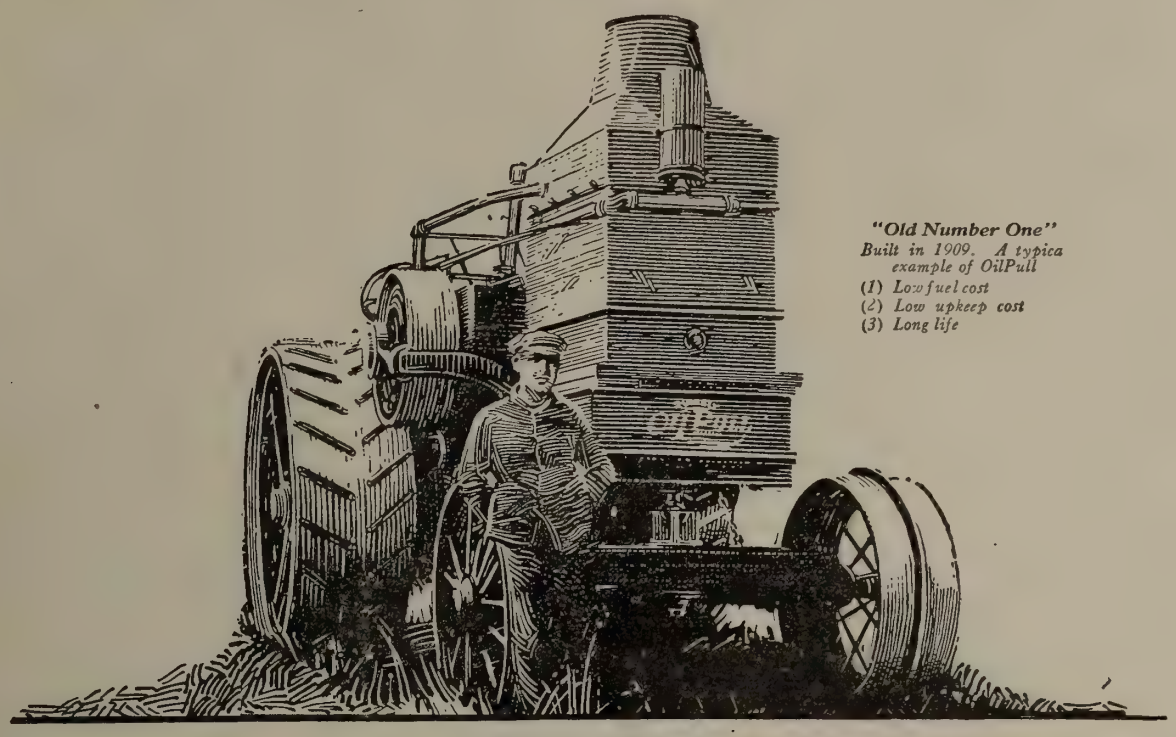
As the blade angles between the rear of the left drive wheel and the front of the right, it makes a cut 9 feet and 6 inches wide. The outside right hand blade is the 2½ feet blade and is placed in a more angular position. In operation it thus keeps the dirt always rolling towards the center. This blade is especially convenient in cleaning out ditches or gutters.

In crowning a road the center of the blade is raised and the dirt will then roll to either side, leaving a smooth, perfectly crowned highway or street. Four levers, within easy reach of the operator, control the three sections of the blade quickly and easily, so that no matter what the conditions of the road may be, you can crown it properly, and get the right drainage in one or two rounds.

This machine may also be used for hauling loaded wagons, in constuction work, or hauling scrapers and other road machines used in highway maintenance. It can also be equipped with a belt pulley for operating a small rock crusher or other belt machines, if desired. The outfit turns in a very short space, thus enabling the operator to cut close to trees, culverts, bridges, etc.

The powerful six-cylinder motor has a 3 inch bore and 4 inch stroke. It develops sufficient power for pulling the blade to any depth desirable.

Compared with the road drag the power outfit saves much time in turning, having demonstrated its ability to turn around in about three seconds without raising the blade, due to the three wheel construction. The steering wheel is released, letting the single front wheel swing as a caster. Locking either rear wheel with the controlling lever in easy reach, permits this wheel to act as a pivot, while the other rear wheel drives the road-razer around.



"Old Number One"
Built in 1909. A typica example of OilPull
(1) Low fuel cost
(2) Low upkeep cost
(3) Long life

Why Advance-Rumely dealers continue to sell tractors

ADVANCE-RUMELY dealers are selling a generous volume of OilPull Tractors each month.

This fact shows that OilPull dependability and fuel economy are perhaps even more fully appreciated today than ever before.

It demonstrates, too, that the name and responsibility of this 80-year institution are regarded as of vital importance under present conditions.

Above all, it offers absolute proof that our work with dealers, the complete campaigns which we supply to help them, and our national advertising are actually producing results.

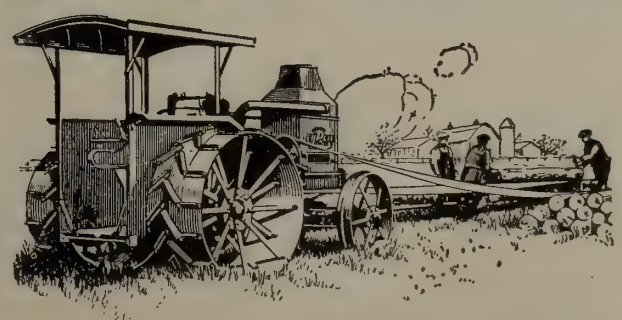
Finally, it proves that dealers, salesmen and tractor buyers recognize in the 29 Advance-Rumely Direct Branches and Distributors a service factor possessing wonderful advantages to them.

Many specific examples of the remarkable successes being achieved by Advance-Rumely dealers are now available. Send for them. Also for our complete proposition.

Advance-Rumely Thresher Company, Inc.
Calgary, Alta. Regina, Sask.
Winnipeg, Man.
48 Abell St., Toronto, Ont.

RUMELY OILPULL TRACTOR

ADVANCE-RUMELY



The Advance-Rumely line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, and farm trucks.

(10)

Lister Visited U.S.

Charles A. Lister, C. B. E., general manager of the R.A. Lister Co., Dursley, England, during his recent visit to Canada and the United States spent some time at the plant of the Phelps Motor Co., Rock Island, Ill.

Mr. Lister completed arrangements whereby the large type of Lister-Buston electric lighting plants will be manufactured at Rock Island to supply the U.S. demand. While in Rock Island he addressed the chamber of commerce in that city He will return to England in the near future.

Canadian Avery Co. Will Distribute Peoria Drills

C. A. Pattison, president of the Peoria Drill and Seeder Company of Peoria, Ill., recently spent some time at the Winnipeg headquarters of the Canadian Avery Co., when arrangements were completed for the distribution of the Peoria line of drills.

It is announced that the Peoria organization have closed a contract with the Canadian Avery Co. to handle Peoria drills and seeders in Manitoba, Saskatchewan, Alberta and B. C. Complete stocks of Peoria drills will be carried at the branch houses of the Canadian Avery Co. in Winnipeg and Regina, also repair stocks for the Peoria line. It will therefore be possible for dealers to obtain prompt delivery of drills and repairs from the Avery organization at these points.

I. J. Haug, manager of the Winnipeg branch of the Canadian Avery Co., states that arrangements are now being made with dealers throughout western territory for local representation of this line. The Peoria Drill and Seeder Co., manufacture a complete variety of drills and seeders which are stated to be popular in U. S. territory and are excellently adapted to the requirements of western Canadian farmers.

Oshkosh Tractor Co. Buys La Crosse Interests.

The Oshkosh Tractor Co., Oshkosh, Wis., has purchased the entire assets of the La Crosse Tractor Co., which concern for the past five years has manufactured the Happy Farmer tractor, later known as the La Crosse tractor. There are now some ten thousand of these tractors in use, according to the manufacturers.

The new organization will move all tools, machinery and equipment to Oshkosh as soon as factory space is completed on buildings now under erection. The main factory will be 500 by 150 feet. Business will be continued without interruption.

The Oshkosh Tractor Co. has a capital of $1,500,000. The officers are: A. D. Paine, Oshkosh, president; I. G. Hickman, vice-pres.; C. C. Shanor, secretary-treasurer and sales manager; L. W. Melcher, factory manager and designer; F. W. Bunch, factory superintendent. The Oshkosh Tractor Co. aim to build a better tractor, if it can be built,, and are in a position to take care of the trade as in the past.

Canadian Ford Did Big Business

According to the annual report of the Ford Motor Co. of Canada, just issued, in the past year ending July 31 last business was done to the value of $37,836,400. After providing for exigencies and income tax the net profits transferable to surplus was $2,121,501. To this is added a balance of $231,127, remaining in the 1920 business profits tax reserve. The total addition to surplus account for the year was $2,352,629.07.

The output of the Canadian plant of the Ford Co. for the year was 46,832 motor cars and 3,063 Fordson tractors. In the preceding year the output was 55,616 cars and 2,335 tractors.

Regarding Retail Price Lists

As is generally known the retail price lists issued by wholesale implement firms do not control the price at which the individual implement must be sold. But the mere fact that such lists exist has an effect. H. T. Pizzey, secretary of the implement and auto-tractor section of the Saskatchewan Retail Merchants' Association, says, in this connection:

"Of course, the fact that these lists are issued at all affects the price which the retailer can obtain, because if one is abiding by the list in a certain district the others must do so too or lose the business. Those who abide by the lists are men who have not a thorough grasp on their business and do not know that they are not recieving a just return. Any retailer is entitled to something over and above his cost to do business and a salary for himself, and any retailer but those engaged in the distribution of farm machinery is getting it. The farmer doesn't farm with the idea in mind that if he obtains sufficient to support his family he is doing O. K. If he did have this idea he would be better off working for wages."

Owner Gets Car Value

Judgment for $500 was awarded Joseph Barney in court of King's bench by Mr. Justice Macdonald lately in a dispute arising over a Ford car which commenced in 1918. The evidence was to the effect that Barney left a Ford car with B. T. Tucker, an auto dealer in St. Rose du Lac, for repairs and storage in 1918. In October, 1919, when the owner returned for it, he was informed it had been delivered to three men who called for it.

The court ruled that the dealer must either produce the car or pay the value of it.

Moline Reorganization

The Moline Plow Co's. reorganization is expected to involve entire new capitalization, says the Wall Street Journal. It will probably consist of $10,000,000 of 7 per cent. debenture; $10,000,000 of 7 per cent first preferred; $7,500,000 of 7 per cent second preferred and an amount of common stock, the exact figure of which is yet unknown.

Tractor Show Arrangements

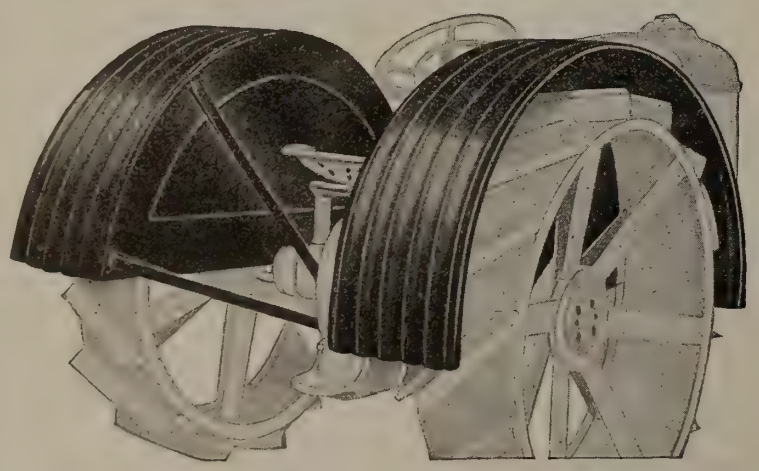
Offices for the preliminary work in connection with the Seventh National Tractor Show and Educational Exposition, to be held at the Minnesota fair grounds, Minneapolis, Jan. 30-Feb. 4, inclusive, have been opened in the offices of the National Implement and Vehicle Association, Room 904, 72 W. Adams St., Chicago. E. E. Whaley, manager of the show, will make this office his headquarters until later in the year.

Tractors Not Popular in Australia

The Canadian Trade Commissioner in Australia, who has been persistently trying to place a well known line of Canadian tractors in Australia, reports that a number of Australian implement houses have expended considerable sums of money in endeavoring to place tractors on the market, by giving working demonstrations before farmers, but without achieving even moderate success.

Fordson Tractor Fenders

A FAST SELLING SPECIALTY FOR THE DEALER



You can sell them to every Fordson owner in your district. Protect the driver and gearing. Keep dust from wheels out of driver's face. Made of heavy, galvanized, corrugated iron, painted black. Strongly reinforced. Iron braces, with bolts, nuts and washers, are supplied. The braces are bolted to tractor at points where holes are already bored. No drilling necessary. They can be attached with no trouble. Let us ship you a sample.

REASONABLE PRICE. ATTRACTIVE TRADE DISCOUNT.

The Metallic Roofing Co. of Canada Limited

797 Notre Dame Avenue Manufacturers Winnipeg

PUMPS

AND

Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO

The Riesberry Pump Co.

(Established 1882)

WRITE FOR DEALERS' PRICES

North-West Pump Co.

T. N. WILLIAMSON W. J. MERRELL

Phone 607

19-6th Street Brandon, Man.

The De Laval Milker

Cows and Cash

After last year's experience when it was proved conclusively that the dairy cow was the most economical and profitable means of marketing low-priced farm feeds; when credits were "frozen" in every section except where cows were milked; when bankers reported that the dairy cow was about the only means of obtaining ready cash which the farmer had; there should be no question in the mind of any dealer what lines to push and what lines the farmer needs, especially the same conditions prevailing this year.

The De Laval Company has a better proposition for both the agent and the farmer than ever before. Prices are right, terms are right, and there is a great need and demand for both De Laval Separators and Milkers.

If the De Laval Company is not adequately represented in your community, now is the time to get in touch with us and start working with the De Laval Agency.

Both save time and eliminate drudgery twice a day, 365 days a year; both increase the quantity of the product; both improve the quality of the product; and both are made by De Laval, the oldest, largest and best known manufacturers of their kind in the world.

The De Laval Separator

THE DE LAVAL COMPANY, Ltd.

MONTREAL PETERBORO WINNIPEG EDMONTON VANCOUVER

Sooner or later you will sell the

De Laval

With the Manufacturers

The General Motors Truck Co., of Pontiac, Mich., are producing between fifteen and twenty truck a day.

The Avery Co., Peoria, Ill., have opened a branch house at Salina, Kansas. W. Grumbein is manager.

The Simplex Grain Grader Co. of Minneapolis is a new company which has just been incorporated with a capital of $500.000.

A side-hill plow hitch, designed especially for use with the Fordson tractor, is now being manufactured by Gash, Stull & Co., Chester, Pa.

Gas or electric light is reported on 452,809 farms, or 7 per cent. of all farms in the United States. In seven states more than 20,000 farms were reported as having gas or electric light.

A new line in the Canadian market is Hardie power sprayers manufactured of the Hardie Mfg. Co., Hudson, Mich. The company have a Canadian branch at Petrolia, Ont.

The Emerson-Brantingham Implement Co., Rockford, Ill., has started production on two new tools, the E.-B. No. 70 power control disc harrow and a power lift drill.

Announcement is made that the Allis-Chalmers Mfg. Co., of Milwaukee, Wis., has declared its regular quarterly dividend of $1.00 and $1.75 on its common and preferred stocks respectively.

Members of the silo department of the National Implement and Vehicle Association are to hold their annual meeting in the Auditorium hotel, Chicago, on Oct. 15.

The United States Light and Heat Ltd., manufacturers of U. S. L. storage batteries, have established a Canadian branch factory at Niagara Falls, Ont. Charles E. Hill will be in charge of the factory.

The Waterous Engine Works Co. Ltd.,Brantford, are finding a considerable and growing market for their saw-milling equipment in the United Kingdom, as well as in other parts of the Empire.

C. B. Clifford has resigned the position of assistant advertising manager with the Twin City Company, Minneapolis, to accept a position with the Cream of Wheat Company in the advertising department.

The Verity Plow Co. plant Brantford, Ont., which has been closed down since July, has recommenced operations. At the outset 200 men have been taken back and this will increase steadily until the whole force of about 500 men are employed.

Organization is being perfected by the Keystone Tractor Sales Co., of Philadelphia, for the sale of the Keystone gearless tractor. The machine, it is announced, will be built in one and two plow models.

The Avery Co. is employing around 650 men which is one-third of its usual force. Officials report business in Road-Razers and large tractors for road work to be on the increase.

The Scientific Farming Machinery Company, Minneapolis, recently declared a combination dividend of 9 per cent, of which 7 per cent accrued to the holders of preferred stock and 2 per cent. to common stock.

The Sharples Separator Co. has opened a branch house at Kansas City in charge of R. D. Welton, who has been connected with the company's Chicago office for the past ten years.

The Electric Milker Corp., Tower Bldg., Chicago, have placed the Blue Ribbon electric milker on the market. In this machine the complete plant is mounted on the cover of the pail, a motor operating the pulsator and pump.

The Twin City Separator Co., Minneapolis, Minn., is enlarging the factory building which it recently purchased from the American Harvester Co. The estimated cost of the two-story addition is $23,000.

The Webster Electric Co. Racine, Wis., have opened a London (England) office at 118 Victoria St., where they will carry a full stock and repair parts for their line of magnetos, to serve the British trade.

The Perfection Mfg. Co., manufacturer of milking machines, Minneapolis, has purchased the business of the National Milker Co. of the same city. The Perfection company will continue the manufacture of both the Perfection and National machines.

Two new tools, a tandem disk harrow and a 24-inch bush breaker, are being listed in the catalogs of the Grand Detour Division of the J. I. Case Threshing Co. The tandem disk harrow is being made in 6, 7, 8, 9, and 10-foot sizes.

The plant of the Grand Detour Plow division of the J. I. Case Threshing Mach. Co. is supplying a spring hitch of improved design that takes the place of the break pin hitch. The chief advantage of this hitch is that of convenience as it does away with replacing wooden hitch pins.

The new model of the Quadpull tractor, manufactured by the Antigo Tractor Corporation, Antigo, Wis., has been completed. This machine has been redesigned to adapt it to quantity production which will start soon.

The Oshkosh Tractor Co., which recently succeeded the La Crosse Tractor Co., has received an order for twenty-five Happy Farmer tractors for immediate shipment to Paris, France. This is the first foreign order the new organization has received.

R. P. Warriner, western representative of the Champion Spark Plug Co. of Canada, Windsor, Ont., has just completed a survey of Manitoba, in the annual "Dealers' Aid" campaign. Mr. Warriner, with his special crew of salesmen, has moved into Saskatchewan.

The American Harvester Co., with a big plant in northeast Minneapolis, has gone into receivership. V. S. Kidd, vice-president of the Gray Tractor Co., was named receiver with instructions to conduct the business for the benefit of creditors.

The Kroyer Motors Co., Stockton, Cal., has moved to new premises recently. The principal product of the Kroyer Motors Company will be the Wizard 4-pull tractor, developed by J. M. Kroyer, who has surrounded himself with a staff of well-known and thoroughly experienced men.

Announcement is made that the distribution of the Fordson approved tractor implements at Minneapolis, Minn., has been taken over by the Oliver Chilled Plow Works. The Oliver Works has also taken charge of the distribution of the Fordson tractor implements at Springfield, Ill.

The C. L. Best Tractor Co. of San Leandro, chartered in California with a capital stock of $10,000,000, has been incorporated in Missouri, in which state a capital of $24,540 will be employed. A distributing warehouse for tractors and parts has been established in St Louis.

Profits of the Dominion Foundries and Steel Company, Limited,for the year 1920, as shown in the report were $220,869, compared with $654,936.49 in 1919. An extra $10.000 was allowed for depreciation at $40,000 and dividends were reduced from $506,502 to $177,042.50, thus leaving a balance to be carried forward of $701,088.04.

MACKENZIE, THOM, BASTEDO & JACKSON

Barristers, Solicitors, etc.

REGINA, SASK.

Solicitors for:

Advance-Rumely Thresher Co., Inc.; Aultman & Taylor Machinery Co., Ltd.; Robt. Bell E. & T. Co.; J. I. Case Threshing Machine Co.; Canadian Avery Co., Ltd.; Canadian Tillsoil Farm Motors, Ltd.; Canadian Oliver Chilled Plow Works, Ltd.; DeLaval Dairy Supply Co., Ltd.; Emerson-Brantingham Implement Co.; Hart-Parr Company; International Harvester Co. of Canada, Ltd.; A. Stanley Jones Co., Ltd.; Minneapolis Steel & Machinery Co. of Canada, Ltd.; Minneapolis Threshing Machine Co.; Nichols & Shepard Company; Petrie Manufacturing Co., Ltd.; Sawyer-Massey Co., Ltd.; Stewart Sheaf Loader Co., Ltd.; Tudhope Anderson Co., Ltd.; Watrous Engine Works Co., Ltd.

Sell "VESSOT" Feed Grinders---Now!

TRADE MARK S.V. REG

The Sign of Quality

Look for the "S. V." mark on genuine Vessot plates. Our grinders are a line with no real competition. They lead for strength, durability, light draft and good, clean work. Easy to operate and adjust. Extra heavy, reversible, balanced plates. They assure big sales in any territory.

Six sizes for farm work; three sizes for mill work; 6½ to 15" plates. Capacities:-5 to 130 bus. per hour. Sole Manufacturers;

S. VESSOT & CO. JOLIETTE, QUE.

Sold exclusively in Canada by

INTERNATIONAL HARVESTER COMPANY OF CANADA LTD.

HAMILTON CANADA

WESTERN BRANCHES – BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.

EASTERN BRANCHES – HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.

Ask the Nearest Branch About Them

A Big Selling Line for Fall Business

Dealers:
Get Particulars of our Complete Line of Grain Cleaning Equipment

We manufacture Farmers' Special Fanning Mills, "Beaver" Brand indented Cylinders, and Rotary Screens for cleaning grain. Get particulars of our Cleaner that goes on top of Thresher, cleaning the grain as fast as it is threshed. Farmers will pay particular attention to cleaning this fall to avoid dockage.

Corrugated Steel Stock Tanks---Fordson Fenders

Here are two lines that are seasonable sellers and afford a nice profit. It will pay you to handle them.

We also distribute: Plowshares, Wood Goods and Mower and Binder Repairs, and Christiansen Mulcher Packers and Harrows.

Catalog and Price List on Request

Western Implements Limited

6th AVE. & SCARTH ST. :: :: REGINA, SASK.

The wonderful "straight disc" that skims to 3/100 of 1 percent

THE VIKING
SELLS THE YEAR AROUND

Following harvest you can get nice business with Viking Cream Separators. Farmers may not buy implements, but they are on the market for a separator that skims closer and lasts longer, yet sells at a very reasonable price. The Viking skims to within 3-100 of 1%. Simple design; wonderful efficiency; easily cleaned; a child can operate it. The Viking "straight disc" is the greatest development in separator design ever offered. To show the Viking is to sell it.

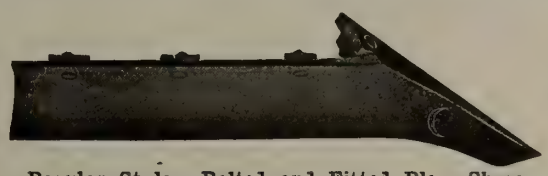
Don't delay. Secure present business and arrange for territory for 1922. Ask for our liberal sales offer.

SWEDISH SEPARATOR CO.
William and McPhillips St.
Winnipeg - - Man.

"Viking" Cream Separator

Crescent Plow Shares Get the Trade
Leaders in Forge and Furrow---Assure Repeat Orders

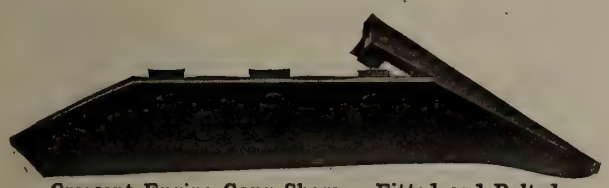
The Best Share **For Every Plow**



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

Over 1500 Patterns

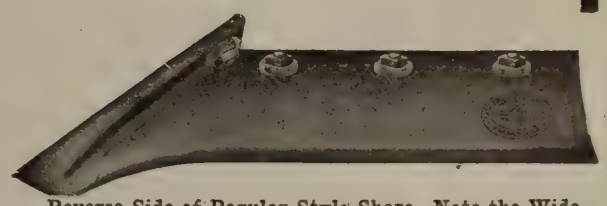
Over 1500 Patterns



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.

CRESCENT FORGE & SHOVEL CO. TRUE TRADE FIT MARK HAVANA, ILL. U.S.A.

First in Quality
Accuracy of Fit and
Grade of Materials



Reverse Side of Regular Style Share. Note the Wide REINFORCED POINT and WELD.

Meet the Demand for Fall Plowing---Place Your Order for Spring Delivery

A stock of CRESCENT PLOW SHARES are a line that means big sales opportunities for the dealer. There is a type to suit practically every plow in use in Western Canada. The fit of every share is carefully tested before it leaves the factory. Our three-ply soft centre steel and crucible steel are rolled exclusively for this class of manufacture. Share production is our specialty.

Manufactured Only By

Crescent Forge & Shovel Co.

HAVANA, ILL., U. S. A.

Stimulate your business by selling Crescent Shares. They move quickly and give the dealer a nice margin of profit. Assure satisfaction. Farmers know, and ask for, Crescent Shares. No trouble to attach. Perfect fit; bolted and finished, ready for the plow. Our complete list will show you the variety we produce. Size up your needs and order a stock, NOW.

Ask for a Copy of Our Latest Lists
Sales Agents for Western Canada:

D. ACKLAND & SON, LTD.
WINNIPEG AND CALGARY.

Farm Tractors In Operation In The United States

Figures issued by the U. S. Dept. of Commerce show that 3 6-10 per cent of the farms in the United States were reported to have tractors on January 1, 1920. The 229,334 farms thus represented reported a total of 256,139 tractors. This is about one farm out of every 28.

Eight states reported more than one-half of all the tractors on farms in the United States. Illinois leads with the largest number of tractors, 23,102. Iowa has 20,270; Kansas, 17,177; Minnesota, 15,503; California, 13,852; North Dakota, 13,006; South Dakota, 12,839; Nebraska, 11,106; For the country as a whole, there were 38.2 for every 1,000 farms.

The states with the highest percentage of farms reporting tractors in 1920 were as follows: South Dakota, 16.3%; North Dakota, 15.2%; Montana, 12%; California, 10.3%; Kansas, 9.8%; Illinois, 9.3%; Iowa, 9.1%.

Other interesting figures regarding equipment in use were also given as follows:

Motor trucks were reported on 131,551 farms in 1920, or about 2 farms out of every 100 in the United States as a whole. The number of motor trucks on these farms was 139,169.

The number of farms which had automobiles on January 1, 1920, was 1,979,564, or 30.7 per cent of all farms in the United States. These farms reported a total of 2,146,512 automobiles on the census date. There were 166,948 farms with more than one car.

Farms reporting water piped into the house in 1920 numbered 644,088 or about 1 farm out of every 10.

Gas or electric light was reported on 452,809 farms, or 7 per cent. of all farms in the United States.

New Branch Managers Appointed

New branch managers have recently been appointed for the American Bosch Magneto Corporation at New York and Detroit Branches. George Shortmeier, formerly New York Manager for the Madison Rubber Company and later the Sinclair Oil Company, has been placed in charge of the Bosch Branch at New York, replacing O. S. Staniey.

Charles L. Shedd is now manager of the Bosch Branch at Detroit, taking the place of Roy Davey, who has been made Manager of the Manufacturing Sales Department at Springfield, Mass.

Announcement is made of the resignation of H. E. Rice, commercial manager of the Atwater-Kent Mfg. Co. Mr. Rice will immediately become associated with the American Bosch Magneto Corp., as assistant to Arthur T. Murray, president of the corporation.

De Laval Company Reduces Prices

To stimulate the production of milk and butterfat, which promises to be exceptionally profitable during the fall and winter months, the De Laval Company announce that they will give all buyers of their milkers and separators the benefit of 1922 reduced prices from September 1, 1921. In the announcement the company states:

"Allowing for increased capacity and other improvements made meanwhile, De Laval cream separator prices are practically to the pre-war level, notwithstanding labor and material costs are still 50% higher.

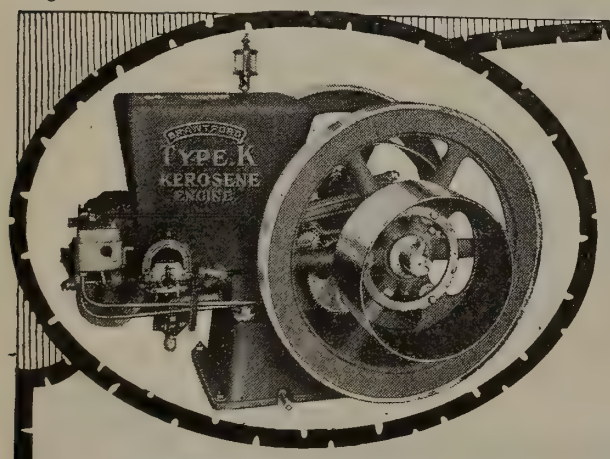
"With the continued relatively high prices for dairy products, abundant and cheap supplies for of feed, the market value of crops may be doubled by feeding them to good dairy cows.

"The surest way to a continuing cash income and certain profits is through the dairy cow and the use of De Laval milkers and separators."

Shipments to Canada Must be Marked.

On and after October 1st all implement and farm equipment entering Canada must be plainly marked with the name of the country in which shipment originates.

Implement manufacturers in the United States point out that in the case of large articles this amendment to the Customs Act of 1907 will not work great hardship, but where small pieces, such as repair parts are concerned, the law may be exceedingly difficult



Brantford Type "K" Kerosene Engines

A Live Line for Sale at This Season

A size to suit every demand. Adaptable, reliable power. They have a remarkable record for economical servcie. Better engines—and at a price that assures good business. They use the cheapest fuel oils. Speed change device; governor, magneto ignition. Fuel tank built into engine base. Write for particulars. Let us show you how to double your engine demand.

"MAPLE LEAF" Grinder---The Acme of Efficiency

Now is the time to go after grinder business. You will find that the Maple Leaf line sells easily and satisfies the customer. Demonstrate their capacity by showing the Maple Leaf hooked up to a Type K Engine. For over 30 years the Maple Leaf Grinder has held the lead for capacity, good work and durability. Perfect adjustment for fineness. End-Thrust ball bearings. Heavy shaft, flexible plates, adjustable shake. Run steadily and smoothly even at the highest speeds. Sizes: 6 to 15 inch plates.

"IDEAL" Double-Geared Pumping Windmills

The most economical and efficient power pumping installation sold. Simple in design. Wide faced special steel gearing. Roller and ball bearings assure operation in the lightest wind. Automatic adjustment to wind. "Pull-in" design—they brake automatically. Towers strongly braced and girted every five feet. An outfit that will last for years.

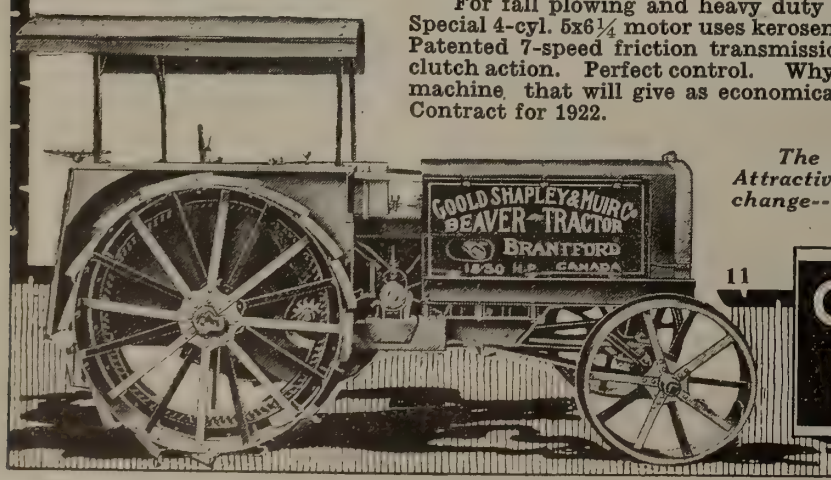
Handle "G. S. M." Power Farming Equipment

You have no dead season with the Goold, Shapley and Muir Line. Machines for which there is a demand the year around. Let us submit particulars of our sales plan. Our Made-in-Canada Line includes:

"Beaver Kerosene Tractors," "Ideal" Windmills, "Maple Leaf" Grinders, Type "K" Kerosene Engines, Concrete Mixers, Steel Saw Frames, Power and Hand Pumps, Steel Tanks, etc. We also handle plows and threshers.

The BEAVER 15-30--Canada's Leading Tractor

For fall plowing and heavy duty belt work, Beaver Tractors are in a class by themselves. Special 4-cyl. 5x6¼ motor uses kerosene. Delivers big surplus power, both at belt and draw-bar. Patented 7-speed friction transmission, reduces working parts 15 to 20%. Smooth, positive clutch action. Perfect control. Why sell imported tractors when you can sell a Canadian-made machine that will give as economical results as any tractor manufactured? Get the Beaver Contract for 1922.



The Canadian-Made Beaver Tractor will make money for you. Attractive commission and quantity discount. No duty---no exchange---reasonable price. Get our sales offer.

11

Goold Shapley & Muir Co. Limited

Distributing Warehouses: Portage la Prairie, Calgary, Edmonton, Saskatoon

Factory—Brantford Western Head Office—Regina

to comply with, as well as adding a burden on to the manufacturer shipping the repairs, and increasing the expense of the part to the user.

Hope is entertained that some modification of the law will be made insofar as it applies to repair parts for farm machines.

Cushman Announce New 1½ h.p. Engine

The Cushman Motor Works, Lincoln, Neb., are now manufacturing a Cushman engine of 1½ h.p. With lower rating this engine is of the same design as the other Cushman light-weight engines, which range from 4 to 20 h.p. in rating. The company have had so many enquiries for a Cushman engine of small rating that they developed the new model, and report a great many orders as a result. The new engine has few working parts, and is very simple in design. It is equipped with a throttling governor.

The company also have added a new model 32 volt lighting plant to their line, and they have a big demand for the Cushman silage packer, a machine driven by the Cushman 4 h.p. engine, which packs silage with a minimum of labor. This packer should be popular in Western Canada, with the many silos which are now owned in this territory.

The new Cushman 1½ h. p. engine is a simple, horizontal, hopper-cooled type; 2½ gallons of water surround the valves and cylinders. The improved throttling governor is stated to give very steady running. The engine has jump spark ignition—battery or magneto—and the lubricating system is very accessible. It has only four springs—one simple, auto-type push rod—no rocker arms, long levers, rollers, etc., to cause trouble. A strong metal guard covers all moving parts. Following are brief descriptions of the 1½ h. p.:

Bore, 3¼ in., stroke, 4½ in., shipping weight, 225 lbs.; speed, 600 r. p. m.; hopper capacity, 2½ gals.; gas tank capacity, 1½ gals.; flywheel weight, each 33lbs.; flywheel diameter, 13 in., face, 2¼ in; pulley dimension, 4x4 in. On skids the engine measures 21 in. wide, 34 in. long and 20 in. high. The engine itself is 21 in. wide, 25 in. long and 16¼ in. high.

New Cletrac Model

The Cletrac Model "F", the latest development of the Cleveland Tractor Co., Cleveland, O., weighs only 1,820 pounds and measures but 80 inches long, 50 inches high and 32 inches wide, it is capable of plowing six to eight acres a day with a standard two-bottom 12-inch plow. It also disks, harrows, cultipacks or seeds 20 to 25 acres a day, and handles any belt job up to a 16 horse-power load. Its normal plowing speed is three miles per hour, but this can be varied for any operation from one to three miles and steady power at any speed is insured by the positive action of the governor upon the kerosene burning motor.

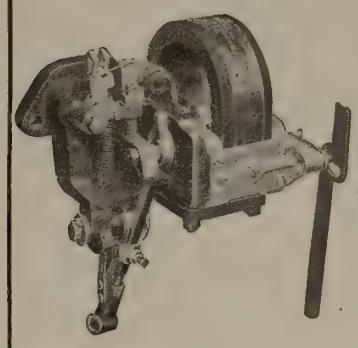
Spring Makers Form Association

A group of leaf spring manufacturers has been organized as a unit in the U. S. Motor and Accessory Manufacturers' Association. The executive committee in charge of the Leaf Spring Group consists of H. R. McMahon, president of the Standard Steel Spring Company, Coraopolis, Pa., chairman; Mason Rumney, secretary Detroit Steel Products Company, Detroit, Mich., vice-chairman; E. B. Busby, secretary William & Harvey Rowland, Inc., Philadelphia, Pa.

Improvement In Malleable Quality

Reports from member plants of the American Malleable Castings Association show great improvement in the physical properties of malleable iron in the past few years.

The most marked advance in development has been made in the past three and one-half years, during which period the product of association members as a whole has increased from an average somewhat under 49,000 pounds per square inch ultimate tensile strength to over 53,000 pounds, and from an average elongation under ten per cent in two inches to nearly sixteen per cent.



Keep the Engines in Your Territory Running

All makes of Magnetos repaired and remagnetized We stock the best magnetos in America for car, tractor and engine ignition, and a complete line of genuine parts for all systems. Prompt service. Reasonable charges. Satisfaction guaranteed.

Licensed Factory and Repair station

Acme Magneto & Electrical Co. Ltd.

148 PRINCESS ST : WINNIPEG, MAN.

The Foremost Electrical Repair Shop in Canada

HARD THIS WAY, BUT—

EASY ON A TRACK THE CLETRAC WAY

Farmers Are Ready to Buy —Sell Cletracs

A good crop has been harvested — exceptionally good in most localities — and farmers who have been *thinking* Cletrac all year are now ready to *buy*. Join the Cletrac crew now and finish the year strong.

You can sell several farmers Cletracs for Fall plowing, if you start today. Many other farmers will need one or more Cletracs the first thing in Spring. Get them signed up this Fall so that they can sell their extra horses and save horse feed and so they can get acquainted with Cletrac during the Winter months.

Cletrac will do a great many cold weather jobs and do them well. You will find Cletrac the best farm proposition on the market today.

We have an exceptionally good contract for you. Write us today for the details. Ask also for our interesting booklet, "Pay Dirt in the Tractor Field."

SPECIFICATIONS

Horsepower : 12 at drawbar, 20 at belt pulley.
Length : 96 inches.
Width : 50 inches.
Height : 52 inches.
Weight : 3455 pounds.
Turning Circle : 12 feet.
Traction Surface : About 800 square inches.
Centre to Centre of Tracks : 38 inches.
Belt Pulley on Diameter 8 inches. face 6 inches.

The CLEVELAND TRACTOR COMPANY of Canada Limited

Home Office: Windsor, Ont.

Western Sales Office: 261 Fort Street Winnipeg

Cletrac TANK-TYPE TRACTOR

The Problems of the Dealer

By E. J. Ramsey, Alberta.

In endeavoring to increase business at the present, owing to the temper of the buyers, canvassing is of little use, but is the only way in which the dealer can keep in touch. Many dealers seem to have given this up.

Difference between prices for farm produce generally and farm implements, as well as other commodities, has aroused a feeling of hostility that it seems impossible to break through and I believe we could do some effective work canvassing were this handicap removed to a moderate extent at least. As the price of grain and other produce is governed by such a number of different factors, it seems hopeless to expect any relief from that quarter, tho many claim that the government should step in and assume some of the responsibility in that regard, but in what way they are at some loss to explain. It therefore remains for the manufacturer to come forward and accept the situation, call the sellers strike off and assume the loss, which, by the way, will to my mind, only be giving up some of the war profits that they reaped when making munitions even if they are meeting a loss actually. They announce a 20% reduction on all Implements and Power Machinery as a preliminary to the general readjustment. This would, I think appeal to the thinking farmer though there is an element that would not be satisfied with that especially those who are carried away by the thought that the Farmer group is going to hand them everything they ask for.

I think it will require at least 20% to 25% to cause anything like a return to normal and unless there is something done we can not look for any increased demand. Personally I never saw the Implement business so difficult to handle.

If Provinical Trade Associations have for their object adjustment of prices generally they might do good, but they can, and I believe have, done some good work towards increasing the dealers' commission and improving relations between the retail and the Manufacturer and Jobber. I am sorry that I have not time to go into the larger question of the work of a Provincial Trade Association, and think that would develop as their deliberations proceed.

Regarding Spring Trade I am very doubtful if there will be any improvement to speak of as the farmers, while they are running short on implements, are bent on doing without until a considerable drop in prices occurs.

No dealers are as poorly paid for the services rendered as the Implement Trade, as while the Commissions may appear adequate for a straight sale the after service is not provided for, in any case the amount does not even up with the work required in setting up etc. I consider a 25% advance little enough on straight Commission Sales, that is, under present selling conditions.

Huber Tractors Tested

The Huber Mfg. Co., Marion, O., report that the Nebraska state tests of the Huber 15-30 h. p. "Super Four" tractor showed very satisfactory results.

It was demonstrated that this tractor will pull three plows under the most extreme conditions at the rate of 1.3 acres per hour or 15.6 acres for a 12-hour day. It has an excess of 33 1-3 per cent. of power over what is required to pull three plows under extreme conditions. The tests showed that the Super Four develops 48.9 per cent. more power than its belt rating and 79 per cent more than its draw-bar rating.

Cockshutt Appointed Lieut. Governor of Ontario

Lieut-Col. Harry Cockshutt, of Brantford, Ont., president

Lieut.-Col. H. Cockshutt.

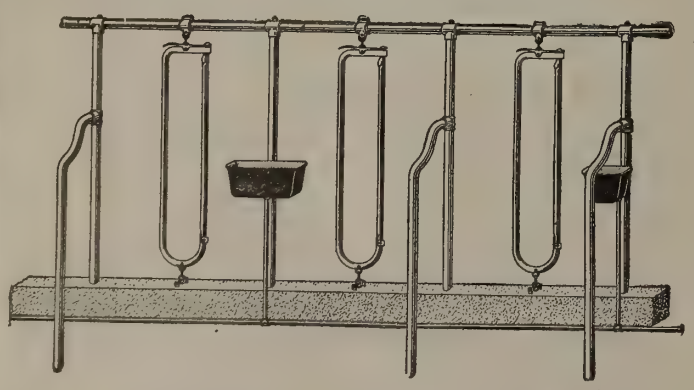
and managing director of the Cockshutt Plow Company, has

Big, New Market Opening in the West for

ONTARIO WIND ENGINE & PUMP CO. LIMITED

TORONTO STABLE EQUIPMENT

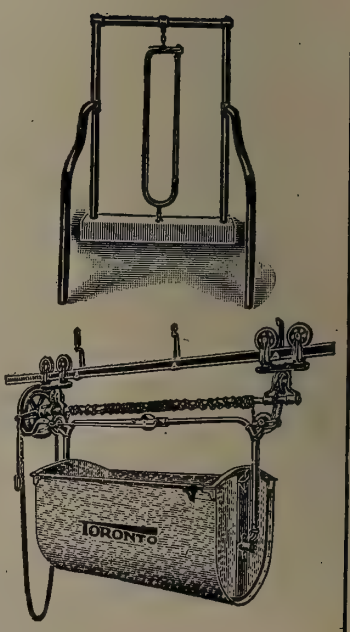
WESTERN dealers in Toronto Farm Equipment are finding new sales and new profit through Toronto Stable Equipment. Backed up by the quality of the line, they are able to promise their customers real savings in handling their stock.



Toronto dealers have all the advantages of using our big, new 104 page book on stables and stable equipment. It is the most complete thing of its kind we believe. It tells farmers in minute detail how to plan and install their stable equipment. And it sells them on the great advantages and value of Toronto Stable Equipment.

This is only one of the big helps we extend to Toronto dealers to aid in selling Toronto Farm Equipment, windmills silos, pumps, engines, well-drills and other labor-saving machinery.

Write today for details of our liberal agency proposition



Ontario Wind Engine & Pump Co. (Western Branch) Ltd.

Winnipeg, Regina, Calgary. Eastern Offices: Toronto & Montreal.

been appointed lieutenant-governor of the province of Ontario to succeed Liet-Governor Lionel Clarke, who died recently.

Lieut. Col. Cockshutt, who is 53 years of age, in addition to being president of the Cockshutt Plow Co., is also a director of the Bank of Montreal, president of the Frost and Wood Co., Ltd., director of the National Life Assurance Co., Ltd., and president both of the Adams Wagon company and the Brantford Carriage company, Brantford.

He is a native of Brantford. In 1888 he was made president of the Brantford board of trade, and in 1906 president of the Canadian Manufacturers' association.

Col. Cockshutt organized and financed the 215th Brantford battalion, of which he was the lieutenant-colonel and is now honorary colonel. In 1896 Col. Cockshutt married Isabel Rolls, daughter of James Rolls, of Chatham. He has two daughters. He was educated in the public and high schools of Brantford.

Austin Motor Tractor Is Demonstrated

The Austin light weight tractor, distributed in Canada by the Austin Motor Co. of Canada, Tourists Garage, Montreal, was demonstrated at the Jackson farm near Calgary on October 5th and 6th.

Demonstrations were given twice daily, and included plowing, discing, hauling and other farm work. The various plows and implements were supplied by the Cockshutt Plow Co. The marked efficiency and ease of handling of this British-built tractor very favorably impressed the many farmers who were present. Its great reserve power and smooth running characteristics were especially noticeable.

It is stated that other demonstrations of the Austin tractor will be held at Regina and Winnipeg. This is the first British tractor to be demonstrated in Canada since the pre-war period. Austin Tractors were very extensively used by the 1st and 4th Canadian Corps in France. Made at Birmingham, England, they are sold throughout all the British colonies and many other countries. countries.

Many are dead but they won't lie down.

No trouble to meet expenses now—you meet 'em everywhere.

Ideas are like rivets; they should be driven home and clinched while hot.

E-Z-WAY GATE FASTENERS

Make the Old Wire Gate open and close as easily as a Yale Lock Door

Simple Lever Action A child can Open and Close it in an Instant. No tugging at a frozen post and wire Loop.

Old Way **E-Z-** Way

Sell at $2.50. Allow a Nice Margin Show them in Your Store---Sales Follow

Yessir, its mighty hard to sell high-priced implements these times. What the dealer needs is a quick selling low-priced specialty that most every farmer needs. You have it in the E-Z-Way Gate Fastener. Selling at only $2.50 they sell on sight to every farmer who has wire gates—and there are 300,000 prospects in the west. Can be attached in five minutes. Make the old wire gate a rigid, impassable barrier. No sagging wires—taut as a steel cable. Stock can't get through. Get our proposition. Full stock carried in Winnipeg.

For Particulars, Prices and Liberal Agency Offer, write Western Canadian Distributors

F. N. McDONALD & CO.

156 Princess Street WINNIPEG, MAN.

SOLD IN U.S. BY THE

Motor Supply & E-Z-Way Sales Company

Moorhead, Minn.

At Toronto Exhibition Boy and Slate Value Strikingly Demonstrated

OUR exhibit at this Exhibition easily drew the most attention of any place on "oil row."

Yet there was nothing very striking or very different about it—except the Boy and Slate signs. Three or four of these were placed in advantageous locations outside the exhibit. New epigrams were put on the slates every other day.

These Boy and Slate Signs Did It

They stopped the multitudes. They drew the comments. They got the people interested. The En-ar-co display was the oil display of the Canadian National Exhibition.

Just as this Boy and Slate sign turned the trick in this particular case, so it is doing for dealers in gasoline and oil all over the country.

If there is not a dealer handling our Scientifically Refined Gasoline and Lubricants in your territory, you can secure this profitable representation and this powerful Boy and Slate and Epigram Service.

Write us for free particulars. Send the coupon at once to one of our branches convenient to you. This is worth doing—right now. Forward the free coupon to us today.

CANADIAN OIL COMPANIES Limited

Branches: Toronto, London, Montreal, Quebec, St. John, Halifax, Winnipeg, Regina, Saskatoon, Edmonton, Calgary

To CANADIAN OIL COMPANIES Limited

Nearest Branch.....

Send me the information about that En-ar-co Boy and Slate Proposition.

Name.....

Address .....

Town or City.....

I am in the.....Business

(Indicate kind of Business)

C. F. I. 10

Unemployment—And The

THE indicator of true prosperity is employment. The presence of unemployed men, unemployed machinery, unemployed railway equipment, and unemployed capital in Canada is reason enough, therefore, for every large Canadian business interest to study its relation to the general problem to see whether anything in its power remains to be done to advance the general prosperity of the country.

IN this connection the railway companies have been specially interested. Freight rates touch everyone, and, because they touch everyone, are always close to the public consciousness and more conveniently attacked than the true causes of depression which are less easily discerned and more difficult, if not indeed impossible, to control.

FURTHERMORE the railways, while joining with everyone else in the general agitation for deflation of prices and wages, found themselves recently in the seemingly anomalous position of demurring when it was

Freight Rates and Unemployment

With a large part of the world's population idle, or only partially efficient owing to wars or disturbed political conditions—with inventors in many parts of the world almost afraid to expose their inventions, organizers afraid to organize, capital hesitating to invest—a corresponding proportion of world production is missing. The total of goods available for the world is less than normal. Those who do not produce—speaking generally—cannot buy. Few purchasers—few sales; few sales—little employment. This is the great world-wide fundamental of the unemployment situation.

The condition is international, not local to Canada. If Canadian railway rates were a determining factor in making the sale prices of our export goods, in other words, if Canadian prices were higher in international markets than the goods of our competitors, then railway rates would be contributing to unemployment in Canada by depressing our sales abroad, lowering the number of our customers, and the orders coming to our producers.

But in the first place the real effect of freight rates on price-making is a debatable point. This is proven.

(1) By the fact that prices fell last fall after the rates were increased instead of rising as the retail trades had prophesied;

(2) By the fact that a ten per cent reduction on western coal rates, offered in order to stimulate coal movement in the summer months, was followed by a drop in the coal tonnage offering instead of an increase.

In the second place, assuming for the purposes of argument they did have serious effect, Canadian export rates are lower and not higher than the rates in countries with which Canada may be compared. Mile for mile the haul from Western Canadian points to the head of navigation is cheaper than in the United States. The export rate on grain is lower than it was last August.

In other words, in international competition on her chief items of export, Canada is helped by her railway rates. So far as international trade is concerned, they are alleviating unemployment rather than aggravating it.

Inside Canada the same is true. Although it is a very difficult point to prove or disprove, the railways of Canada are sincere in claiming that, by and large, goods are carried more cheaply in Canada than in the United States. Canada had one blanket reduction of five per cent last January, whereas there is still no decrease, nor immediate prospect of a blanket decrease in the United States.

The Trend of Freight Rates

With the exception of war and post-war conditions—the whole tendency of freight rates in this country, as in any other progressive country of its kind, is downward. As Canada's population rises, as our industries multiply and the density of traffic becomes more nearly like that of older countries, some of the principal costs of railway service can be subdivided among a great number of shippers and travellers, levying on each, therefore, a smaller fraction of these costs than before. For twenty years prior to the war, traffic was on the increase. For twenty years, therefore, the railways have been adjusting rates downward—quite apart from special decreases put in effect by the Board of Railway Commissioners. These revisions have been skillfully applied by experienced, practical economists—that is, by the freight traffic experts of the railways, whose business it is to know all branches of industry intimately, so that the benefit of these voluntary rate adjustments would go to "key commodities," thus stimulating further growth of the country, increase in traffic, and in the end, further reductions of rates. The difference between giving a reduction to a "key industry" rather than spreading over all kinds of goods is illustrated in the case of a certain small railway which by concentrating rate reductions on lumber enabled the mills of that region to remain open and the people to remain at work, whereas, if the effect of the reductions had been scattered over all the goods carried by that road each family would have been able to save a small handful of silver in a year. [Provided the decreased rates had been passed on as decreased prices by storekeepers]—but there would have been almost no employment.

So much for the day to day reductions arranged on thousands of articles by the traffic departments of the roads. In 1907 a substantial reduction in eastern rates was made. In 1914 a very material cut was applied in the West, so that the transcontinental lines entered the war period with a depressed earning power.

Now, while all—even the railways—see the desirability for low freight rates, there are certain limits beyond which no one urges reductions. Of course there are theorists, such as Mr. Bernard Shaw, who believed that all railway service should be free. But leaving aside views so far in advance, as yet, of public opinion, it is assumed by most people that a railway will give best service at least cost—because, of course, even free railways must be paid for by the taxpayer. When their managements are allowed to show their mettle by meeting the obligations of their properties out of their earnings. It is usually recognized that these obligations fall into two groups:

Group One. To pay their employees; to pay for current supplies of materials such as coal, etc.; to pay for repairs and replacements.

THE RAILWAY ASSOC

Two Hundred Sixty Three St.

—Freight Rates Railways

proposed to lower railway rates. They were made to appear as though they were endeavoring with one hand to put wages down and with the other hand to keep rates up, thereby securing for their own treasuries instead of passing on to the Canadian public, any saving effected on the wage rolls. They were placed in the equivocal position of having urged blanket increases of rates when wages went up—and of opposing blanket decreases when wages were seemingly decreased.

THE following statement is offered, therefore, with a view to exhibiting what the railways believe to be the true relation of railway freight rates to the question of unemployment, outlining the history of Canadian rates, explaining something of the ground work of rate-making and clearing up the seeming anomalies referred to, so that none may remain as possible causes for future weakening of confidence between the public and the carriers.

Group Two. To pay such a wage or hire for the use of the capital which built these railways as will make Canadian railway securities always desirable, and easily marketed whether as bonds or stocks. This involves more than the mere payment of the established rate of dividend in the case of privately-owned roads. It involves the earning also of some surplus—a safety margin of income over expenditure, which will assure investors of complete safety. This principle of a surplus was definitely established by the judgment of the Board of Railway Commissioners in 1914, under the chairmanship of Sir Henry Drayton—and upheld by its judgment of 1920, when the matter was again considered exhaustively. On this principle rests Canada's ability to enter the money markets wherever she may need and feel confident of bringing back funds for extending her railways, as she may require in the future

War conditions, following the Western and Eastern rate adjustments, brought the railway managements sharply up against these fundamental problems. Comparing the government's figures for 1907 against 1919—the last year for which the railway blue book is available—the wage bill of the railways rose 306 per cent, coal 345 per cent, ties 320 per cent. But neither the volume of traffic or the sale of freight rates increased in comparable degree during that period. The actual revenue per ton per mile (which is the real proof or disproof of the matter) advanced only twenty per cent over 1907. The year 1920 enlarged the discrepancy, although an increase of 35 per cent on Western lines and 40 per cent in the East was supposed to yield enough additional revenue to meet the increased wages. The increased wages were effective from May first—the increased rates not until September. The effectiveness of that increase depended on the volume of traffic remaining at a fairly high level. It did so for a time, then began to drop. Today it's very low. Nevertheless a five per cent decrease was applied in January.

For the first six months of 1921 as compared to the first six months of 1920 the volume of traffic on the most fortunately situated Canadian road fell 26.72 per cent, and its revenue on this business, in spite of the higher rates, fell 11.41 per cent.

The net result of these changes has been a state of emergency in the offices of even the most fortunately situated of all Canadian roads. Wages could be paid and bills met on time. Even the usual dividend was paid and a very slight surplus—one of the factors in maintaining the reputation of Canadian Railway securities, was earned. **But this was only done by deferring work that must ultimately be done on current account.** Such economies cannot long be continued without eating too far into the broad safety margin which the Canadian roads maintain. Nothing but slackened speed of trains and reduced Canadian industrial efficiency can result if these savings have to be long continued. Falling traffic still further aggravates the condition. Maintenance cannot continue to be sacrificed to protect the credit of our railway securities. Neither can they be neglected.

In May the managements approached the task of reducing their wage bills. For the first time in many years it was the managements and not the men who were taking the initiative. They had been forced to adopt the war time increases granted in the United States—where 92 per cent of the members of the railway unions lie. Therefore, when the reverse movement was taken in that country, the Canadian roads at once gave due notice and a provisional and conditional decrease of roughly 10 per cent.—corresponding to the same movement in the United States—was put in effect, tentatively, as from July 15th. This reduction has not been accepted by the United States membership of the unions, where a vote is being taken on the question—nor by the Canadian membership, who have applied for a board of conciliation. Every resource of the managements will be used to sustain this imperatively necessary and only too moderate reduction of their wage bills—which account for sixty per cent. of the cost of operation—they are compelled to regard the matter as still unsettled and, therefore, not to be considered as a basis for the reduction of railway rates—a view which a majority of the board of railway commissioners has just expressed in its judgment.

In Conclusion

The railway managements welcome deflation of railway rates and are working steadily toward that end. On two grounds, however, they asked that any general decrease be deferred:

First—Because the so-called wage decreases are not yet assured and cannot be until the parallel decreases in the United States, where 92 per cent. of the union membership lies [and where no general freight rate reductions have been ordered] are settled.

Second—Because the volume of traffic in the immediate future is problematical and any serious decline, if coupled with a decrease in rates, would have very grave effect on even the most favorably situated managements.

The railways have spoken against blanket decreases on the grounds that it would be in the interests of the country as a whole to concentrate any beneficial effect to be expected, on "key commodities" rather than distribute them over all classes of goods, thereby benefitting only the distributors.

They have been actuated throughout by the desire to assist in the process of deflation—objecting only when that process might seem to threaten their solvency and injure them—and through them—the ultimate interests of the Canadian public.

IATION OF CANADA
James Street, Montreal, Quebec

The Price of Implements

The new implement prices in vogue this month are without doubt the best possible quotations that the manufacturers can offer under present circumstances. Every factory is anxious to go to the limit in the matter of price so as to again start the farmers buying. These reductions which have been made in various lines during the year, should do much to stimulate trade and restore buying confidence on the part of both farmer and dealer.

The fact that present prices are necessarily heavily affected by freight rates should not be forgotten. No man can hope to purchase implements and tractors at pre-war figures so long as the present freight rates are maintained. Implements have been reduced from last year's quotations now that prices of iron and steel warrant the step, but in spite of any reduction possible through direct production cost the implements themselves, the raw materials shipped to the factory, and the farmers' products which are sold to buy the implements, still labor under the factor of weight—on which freights are charged.

The freight on the finished machine is but one charge. Before the machine is landed at your town every material and part in its design had to bear a freight charge, either as raw material or finished part when sent to the implement factory. The factor of freight is necessarily multiplied over and over again in one implement.

While definite figures are hard to obtain, it is generally considered in the United States that the maximum advance in prices of implements and tractors was 78 per cent. The maximum advance in implements alone was possibly 100 per cent.

In connection with reduced prices, Farm Implement News points out that the dealer should explain the effect of percentage reduction from high prices as compared with the effect of percentage advances on low prices. Our contemporary says:

"Where a price advanced 100 per cent. a reduction of 50 per cent. from the top would be required to bring it back to the pre-war level. A reduction of 25 per cent. from the top would make the price 50 per cent. above pre-war. Every additional reduction equal to 5 per cent of the highest price would bring the price 10 per cent nearer the pre-war level.

"If the reductions already made plus the 1922 reduction make the total 25 per cent. on the average, that is, 25 per cent. from the top or peak prices, the average remaining advance over pre-war will be 50 per cent. Thus it will be seen that an additional reduction sufficient to make the total 25 per cent. would reduce the remaining advance over pre-war below that which still obtains in connection with most commodities."

Let us emphasize this fallacy in respect to rising and falling prices, for it is of great importance that Western dealers are clear on this point. We speak, for example, of prices having gone up 100 per cent. and then having come down 25 per cent, and then we conclude that they are 75 per cent. higher than they were before. They are not. They are only 50 per cent higher than before.

A fifty per cent fall cancels a one hundred per cent rise. The one is multiplying by two, and the other is dividing by two. This affects every calculation where a percentage rise from a lower figure is set against a percentage fall upon a higher figure.

Co-Operation in Retail Business.

The discussions on trade topics which took place at the recent meetings of the implement trade section of the Saskatchewan Retail Merchants' Association show dealers of that province are alive to the value of a live and efficient trade organization.

Problems which affect the individual dealer can best be solved by unity of action. In every sphere of business today we see the importance of collective effort. Association in the retail implement trade will not only assure dealers a greater measure of prosperity in their business, but the educative influence of association will assuredly develop a better class of dealer throughout the west. The efforts of the executive of the R. M. A. Implement Trade section, and of its able secretary, H. T. Pizzey, should have the assistance of every dealer in Saskatchewan.

The man who stays without an organization which labors for the welfare of his business, is a selfish individual. He benefits by the sacrifice and work of others; he is a drone in the retail hive. The time is past when any man can question the value of organization in business. Every implement and automotive dealer in Saskatchewan who has not affiliated with the trade section of the retail organization, should realize his position and join up with the rest of the trade. Co-operation and not competition is the key-note of progress in business today. Wise deaalers work with and for others. The lone individual who scoffs at organized effort is swamped by the mere fact of his isolation.

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS, VEHICLES, ENGINES, AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

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812 CONFEDERATION LIFE BLDG. WINNIPEG, CANADA

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ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, OCTOBER, 1921

Advertising the Flywheel in the Economic Engine

Roger W. Babson, the noted statistician, in an address delivered recently paid a tribute to the value of advertising at the present time. He said:

"Advertising has become a great economic factor for the producing and steadying of business. The old form of advertising which was largely of the luxury type, has been replaced by a new, productive form. This new form of advertising has come to stay, and could be a great factor in preventing business panics such as we have had in the past."

If any type of advertising is productive, it should be that of tractors and farm machinery. As surely as the wealth of Western Canada comes from the soil, just as surely is farm equipment a necessity so that the farmer may increase his production at lower expense per unit.

At the present time the manufacturer of farm equipment makes a mistake if he discontinues or reduces his advertising, for he reduces his volume by so doing. The history of the stagnant condition in business through which we are happily passing shows that the firms in every line who maintained their advertising to the dealer and consumer have found their demand maintained satisfactorily. On the contrary, the firms who from mistaken economy cut out all advertising have proven that their business dropped as a result. This they attributed to conditions, but the advertiser selling under the same conditions who steadily maintained publicity proved that printed salesmanship paid. History proves that the men, who if business fell off 60 per cent increased their selling effort 75 per cent have always pulled through as if there was no depression.

Every side in trade—manufacturing, wholesale and retail—will find that consistent advertising with the use of reasonable space, will do much to maintain volume in times of economic stress.

Keep Your Store Up-to-Date

What about your business plant? Does your store, your fixtures, your arrangement of stock and your general lay-out please you? Are you perfectly satisfied, or are there certain things that you would like to do, but do not feel quite courage to attempt? Fix the quota of what you hope to be able to accomplish next year. Make it reasonable, but plan for some improvements.

Business Changes—Personal Items

J.F. Gordon now operates an automobile business at Artland.

L. Howells has entered the automobile business at Marshall.

L.J. Bountain is operating an accessory business at Carlyle.

J.E. White succeeds J.L Miller in an automobile business at Orion.

Thorn and Oddy are new dealers at Rimbey.

J. Latour has opened a harness business at Gull Lake.

Partnership is dissolved in the Central Garage at Steinbach.

Partnership is registered in the Hamiota Machine Shop and Garage.

J. Ormstead has sold out his implement business at Aneroid to J.J. Jacket.

Paul Kokott is the owner of an implement and garage business at East End.

Anderson and Ekman have commenced in the car trade at Success.

New ownership is reported in connection with the Ponteix Garage, Ponteix.

Dougherty and Featherstone are auto dealers and garage men at Lumsden.

F. Eskelens has bought out the implement business of J. Newman at Hyas.

P.J. Clausen is operating an automobile and tractor repair shop at Hague.

Muir and Proudley, dealers at Coaldale, are succeeded by H. Proudley.

Serabie and Warren are owners of a new auto and repair concern located at Dundurn.

P.J. Clausen is owner of a tractor and repair shop at Hague.

Dollinsky and Alton are operating a garage and auto agency business at Springwater.

J. Funk and Co., hardware and harness dealers at Herbert, is now owned by Mr. Funk, who is sole proprietor.

E.H. Stevens, an implement dealer at Darlingford, has sold out to a firm called McCormick and Smith.

The Parsons, Fletcher Co., auto accessory dealers in Winnipeg, have sold out to Motor and Electric Essentials Co.

B. Jones, superintendent of the Acme Magneto and Electrical Co., Winnipeg, is at present on a visit to England

Jones and Meyers, auto dealers at Vantage, have dissolved partnership. Mr. Jones continues the business.

Hahn and Linquist have bought out the auto business of McIntyre and McIntyre, at Star City.

M.H. Tallant is starting an electrical supply business at Regina.

The Luseland Light and Power Co., has been incorporated at Luseland.

Archibald Motors Ltd. is the name of a new firm incorporated at Winnipeg.

The Balgonie Motor Co. has been sold out to Rigby, Gadd and Co.

The Canora Vulcanizing Co., is reported to have discontinued business at Canora.

W.R. Tremaine, auto dealer at Minnedosa, has sold out to J.E. Taylor.

A. L. Henry, a harness dealer at Grandview, has sold out to E.A. Rawling.

Smart and Nelson are proprietors of a new automobile business at Mundare.

The Acme Steel Goods Co. of Canada, Montreal, have opened a branch house at Vancouver.

J.A. Cunningham has been appointed trustee of the Giant Motor Truck Co., Vancouver.

Phillip Seel has bought out the implement business at Lipton formerly owned by F.R. Huber.

A.R. McDiarmid Ltd., Brandon, have made application to increase their capital stock to $250,000.

Partnership is registered in the Armored Tire and Rubber Co. of Canada, McIntyre Blk., Winnipeg.

Dyck Bros. implement dealers at Haskett, are reported to be negotiating the sale of their business.

Motor Products Co., Winnipeg, has made application to increase the capital stock of the company to $300,000.

Equipment and Supplies Limited is the name of a new company recently incorporated at Edmonton.

J.N. LaRose recently suffered considerable fire loss in connection with his business at Youngstown.

The Manitoba Hardware and Lumber Co., suffered fire loss lately at their Reston branch.

Partnership is dissolved in connection with the Oak River Garage, Oak River.

Torpy and Paulson, implement and automobile dealers at Bashaw, have added to their lines. They have taken over the Ford agency in that territory from R. Zachary.

McDougall and Machan, implement dealers at Portage la Prairie have dissolved partnership. In future Mr. Machan will have sole control of the business.

The North Star Oil Co., has closed its branch at Weyburn.

J.M. Rholl has discontinued his automobile business at Lewvan.

Geo. Lundbloom has sold out his auto and tractor business at Limerick to S. Smith.

B.W. Karman, harness dealer at Innisfree, has sold out his business in that town.

John Schmidt has discontinued his harness business at Southey.

Electrical Engineers Ltd., Calgary, have removed to 1882 Tenth Ave, West.

The Great West Electric Co., Ltd., are opening a branch of their business at Calgary.

Irving and McKillop Motors Ltd. garage owners at Calgary, are going out of business.

Ray Loupin is the owner of a new automobile business at Castor.

J.A. Looby, a harness dealer at Edmonton, suffered fire loss in his business last month.

M. Kyllingstad is the name of a new implement and tractor dealer at Lomond.

The Moose Jaw Saddlery and Leather Goods has been incorporated at Moose Jaw.

Partnership is registered in the F. Holland Auto Top and Upholstering Co., Regina.

The Moon Motor Car Sales Co. have opened a branch at 287 Garry St., Winnipeg.

The Pure Oil Co., incorporated at Dover, Delaware, has been registered to do business in Saskatchewan.

Joseph Roche, an automobile dealer at Wolseley, had his store broken into recently and lost heavily by robbery.

Charles Peloquin, a harness dealer at Retlaw, lost considerable through fire in his store last month.

T.H. Williams, vulcanizing and auto accessories, Hanna, has sold out his business to J. Milne.

Partnership is dissolved in the Johnson-Stillings Motor Co., at Oyen. Mr. Stillings retires from the business.

J.H. Roseborough, auto dealer and garage owner at Birtle, has sold out his woodworking business in Saskatchewan.

The Western Supply and Equipment Co. Calgary, have sold the assets of the Edmonton branch to the Equipment and Supply Co. of that city.

Partnership has been disolved in the firm of Merrill and Greensides, implement and automobile dealers at Dauphin. C.E. Merrill now has sole control of the business, which he will continue.

Western Motors Ltd. have commenced at Vancouver.

John Smart has commenced in the automobile trade at Mundare.

Fred McLean has sold out his harness business at Westlock to E.D. Carter.

Hobson and Goddard have opened an automobile business at Sidney, B.C.

The Tourists Garage is the name of a new firm operating at Port Arthur.

J.T. Taylor is now operating an implement and tractor business at Dauphin.

The garage and auto business of I.I. Braun, at Winkler, was destroyed by fire recently.

The Standard Tractor Co., Winnipeg, has been incorporated with a capital of $500,000.

Partnership is registered in the South Side Battery Works, at Moose Jaw.

McLean and Robb have opened an auto repair shop at Calgary.

The I.G. Ruttle Motor Co., Calgary, are discontinuing their repair department.

Thos. Ramsey has sold out his automobile business at Carbon to James Phillips.

E. Van Huyse, an implement dealer at Mariapolis, has sold out his interests in that centre to E. Ameye.

Chester Lowry has bought out the implement business at Westlock formerly carried on by C.E. Soule.

The Rivercomb Motor Co., Victoria, has expanded its business by the addition of new shareholders.

R. McKenzie, manager of the McLaughlin Motor Car Co., Winnipeg, spent a week at the factory at Oshawa last month.

Clegg and Lawrie, implement dealers at Brookdale, have dissolved partnership. The business will be continued by H. C. Clegg.

H.F. Anderson, manager, and Mr. McFarlane, sales manager of the Anderson-Roe Co., Winnipeg, recently spent a week end at the Regina branch of the company.

E.B. Sawyer, president of the Cushman Motor Works, Lincoln, Neb. returned south last month after a visit to Winnipeg, Calgary and Edmonton.

A.T. Jackson, vice-president and general sales manager of the Emerson-Brantingham Implement Co., Rockford, Ill., spent a couple of days in Regina during September. Mr. Jackson went into conditions with H.F. Anderson, manager of Anderson Roe Co., E-B. distributors in Western Canada.

(Continued on page 23)

The Modern Reaper-Thresher

Although practically unknown in the Canadian West, the reaper-thresher is a machine that has an important part to play in the harvesting of grain in many countries. During the past harvest a very interesting demonstration of the Massey-Harris No. 5 Reaper-Thresher was held outside Toronto, when this machine showed its wonderful efficiency in cutting, threshing and bagging the grain ready for the elevator in one operation.

The Massey-Harris Reaper-Thresher has a world-wide reputation and is in use in Australia, South America and more recently in the Southern States, for a great many of those machines were sold in U. S. territory for the 1921 harvest. That this reaper-harvester is not adapted to Western Canadian conditions is readily understood. It is intended primarily for dry countries. In Australia, for example, wheat requires 24 to 28 weeks to mature as compared with a little more than half that time in Canada. The straw in Australia is also stiffer than in Canada and will stand for two months after the grain is ripened without shelling. In such a climate the machine can start when the grain is ripe and keep on cutting for six weeks without serious danger of loss of crops. The grain is thoroughly dried and can be safely bagged.

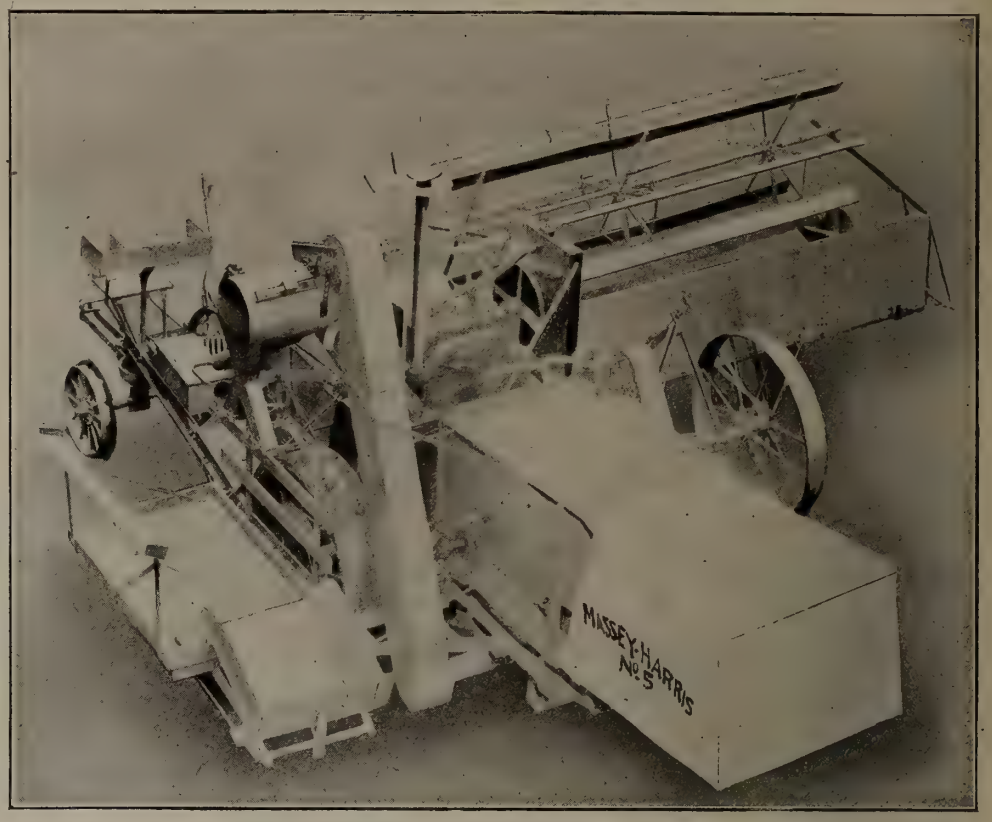
Aside from the great saving in time, twine and expense, there is a saving in the grain. The grain, unbound, passes direct from the knives to the separator cylinder. All loss in stooking and hauling and handling the sheaves is avoided.

Records from the U. S. show that farmers cut and threshed their wheat with the Massey-Harris Reaper-Thresher at an overhead cost of 5 cents a bushel. One farmer in Kansas cut 69 acres and marketed 779 bushels of wheat the same day at a cost of 5 cents per bushel loaded into motor trucks for delivery to the elevators. In contrast, operating a header only, the cost of loadingthe grai n into wagons was 42 cents a bushel.

Construction of Machine

The Massey-Harris reaper-thresher is not unduly large. It weighs about 6,300 pounds and can be pulled by a 15.30 h. p. tractor. A 27 h. p. engine embodied in the design gives the driving power for the entire mechanism, the haulage power only pulling the dead weight. On a level field two men can operate the entire outfit—one driving the tractor, the other tying and dumping the bags of grain. On an uneven field a third man is necessary to adjust the levelling levers of the reaper. At the recent demonstration at Toronto, the outfit ran at 2½ miles per hour cutting 25 acres in ten hours. It is capable of being operated at 4 miles per hour and handling 40 acres a day. A 12-foot swath is cut, the grain being immediately threshed and poured into bags attached to spouts connected with the elevater, the screenings going into another bag. It requires quick work to handle the bags in a heavy crop; some bags of oats filling in two minutes. To meet this a wagon can be attached to a side hitch from the tractor, the grain being filled in the wagon box direct from the elevator spout.

The straw is normally left in a row on the ground, to allow easy raking, but a collecting device can be used to bunch the straw in heaps for burning. In the illustration, the platform at the left shows where the bags are filled from the elevator. The straw is discharged under the canvas cover at the rear. At the left front is a seat for the man operating the levers of the reaper mechanism.



The Massey-Harris No. 5 Reaper-Thresher

Sell "Bulldog" Fanning Mills

Five Sizes: 24, 32, 40, 48 and 64-inch Sieve Widths. Capacities: 25 to 150 Bus. per Hour.

Hundreds ready for Immediate Shipment

The New Improved 40-Inch BULLDOG with Power Attachment and Wagon Box Elevator

Clean Grain Means Bigger Profits

Following the heavy rains it is imperative that every farmer should clean his grain thoroughly for market so as to get the best possible grade and to remove dockage. No fanning mill made equals the New Improved BULL DOG for cleaning for market. It gives results that have never been duplicated. Order NOW.

THE TWIN CITY SEPARATOR CO. Ltd.

QUELCH STREET WINNIPEG, MAN.

Address all correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

A MESSAGE TO AUTOMOTIVE REPAIRMEN

If you are repairing starters, generators or ignition systems you should become acquainted with our service.

We officially represent:

DELCO KLAXON REMY

Authorized by United Motors Service Inc.

AUTO-LITE ATWATER KENT WESTINGHOUSE

Starting, Lighting, and Ignition systems.

Authorized Distributors of genuine

TIMKEN NEW DEPARTURE HYATT

Bearings.

We sell no "pirate parts", "replacement parts" or "parts to fit". Every electrical part and every bearing we sell is guaranteed to be the genuine product of the original manufacturer. Write, wire or phone your requirements. We ship within two hours of receipt of order.

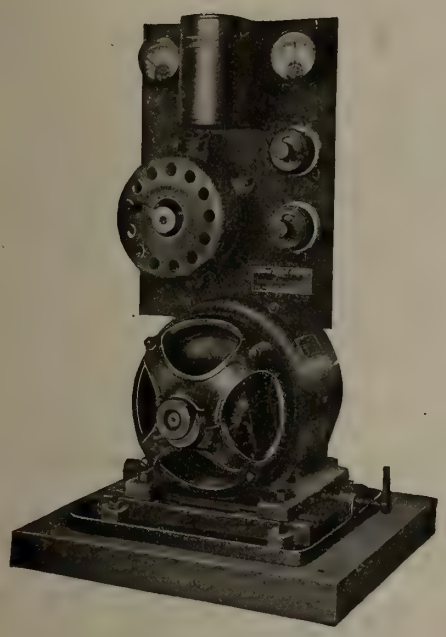
All makes of starters, generators and magnetos repaired. 24-hour service on work shipped in.

Write for particulars of our Registered Dealer plan for selling genuine Delco and Remy parts.

LION'S AUTO GARAGE LTD.

230 FORT ST. WINNIPEG MAN.

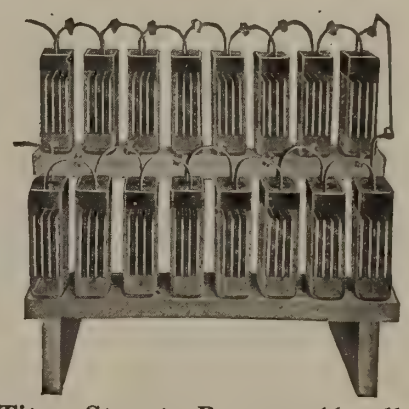
Northern Electric
POWER AND LIGHT



Belt connected plant—operates from any good engine

A Complete Line of Electric Farm Plants and Accessories

Belt Connected Plants
Direct Connected Plants
Water Systems
Portable Motors
Appliances
Wires and Supplies



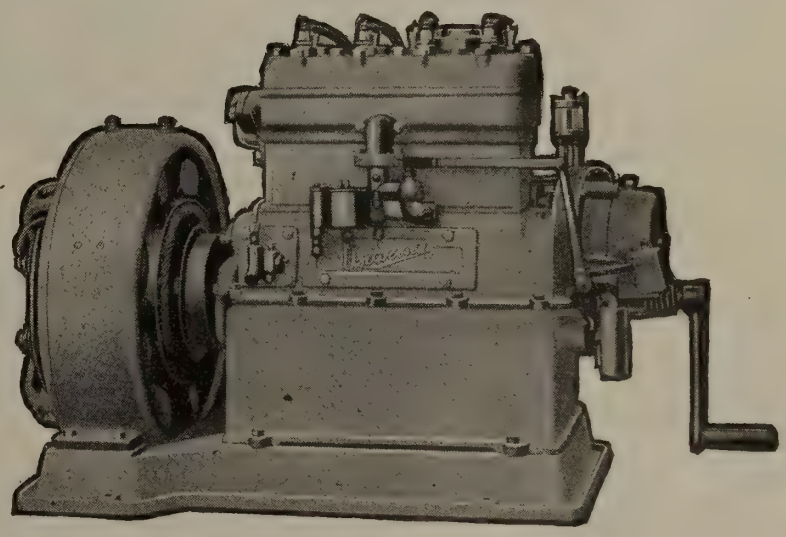
Titan Storage Battery, 16 cells supplied with each plant, 120 or 216 Ampere Hours.

This line will make you the Electrical Headquarters of your district.

With the Plant you can usually sell a Water System, while limitless follow-up sales possibilities are yours with Utility Motors, Vacuum Cleaners, Washing Machines, Dishwashers, Irons, Toasters, Percolators, Wiring Devices of all kinds, Fixtures, etc.

Write Our Nearest House Now

Be the Farm Electrifier of Your District



110 Volt D. C. Universal Plant

For installations of 4KW, 8KW or 12KW

Northern Electric Company
LIMITED

MONTREAL QUEBEC TORONTO WINNIPEG CALGARY EDMONTON
HALIFAX OTTAWA HAMILTON LONDON WINDSOR REGINA VANCOUVER

Lister Co. Have Demonstration Trucks for Lighting Plants

D.N. Jamieson, manager of the R. A. Lister Co. (Canada) Ltd. Winnipeg, informs us that they have had constructed special demonstration trucks so as to assist dealers in West Canadian territory increase the demand for Lister electric lighting plants.

Three trucks have been constructed, and one will serve the trade in each province, operating out of Winnipeg, Saskatoon and Edmonton. Built on a Ford chassis, the large enclosed body houses a complete New Lister light and power plant. The truck is in charge of a lighting plant, expert, and will traverse the rural districts so as to show the possibilities of electric light in the farm home and farm buildings. All ready to operate, the plant will be driven up to the farm, and the prospect can be shown exactly how power can be adapted to his needs. The equipment includes light cables and lamps, which can be placed--and his women folk--can readily realize the convenience and value of a lighting plant installation.

Portable motors on tripod stands are carried, and are connected to the generator. The farmer sees how he can operate his cream separator, fanning mill, or any small power machine by motor power. In the home the good lady can have her sewing machine, washer, churn, etc. driven, or can see the advantage of an electric iron and toaster.

The sides of the demonstration van can be raised. Along the top are lines of lights, and above the entire body is an illuminated "Lister" sign. Inthe country town in the evening, with the dynamo purring and lights on, the van will stand on the street outside the dealers place of business. It is safe to say that it will attract much attention and will arouse live interest among prospects in both town and country for the Company's dealers throughout the Western provinces.

Lister dealers should be able to secure greatly increased business by the demonstration of those portable plants. The dealer can line up his prospects and get in the van, taking the demonstration plant directly to the prospects door-step. In the sale of lighting plants one demonstration is worth a ton of talk and a ream of literature. Dealers will doubtless avail themselves of this helpful demonstration scheme inaugurated by the Lister organization.

Watson Will Distribute Gilson Line

J. P. Ritchie, manager of the western Canadian branch of the John Watson Mfg. Co., Winnipeg, announces that on and after October first the Watson organization will be sole distributers of the Gilson line, as manufactured by the Gilson Mfg. Co., Guelph, Ont. The branch house operated by the Gilson interests in Winnipeg will be discontinued. Full stocks of Gilson machinery and repairs for all machines, will be carried at the Watson warehouse on Chambers St., Winnipeg.

The Watson organization will have sole distribution for this line in territory from Fort Willam to the western boundary of Alberta. The Gilson line includes: Gilson gasoline and kerosene engines, silos and silo fillers, power driven swing and drag saws, grain grinders, pump jacks, manure spreaders, cream separators, etc.

A new development in the Gilson line which is commanding ready sales in the east is the line of Gilson "Wizard" kerosene burning, throttle-governed engines, with built in magneto. These engines are manufactured in 1¾, 3½, 6, 8 and 10 H. P. The 1¾ H. P. is supplied on wood skids and the larger sizes may be furnished on skids if desired.

Simplicity is a feature in the design of the Wizard engine. All sizes are furnished with the Webster oscillating magneto and are specially made to burn kerosene or similar low-grade fuels. Compact in design, they are well finished, with good valve design and ample bearings. The lubricating system is automatic, with

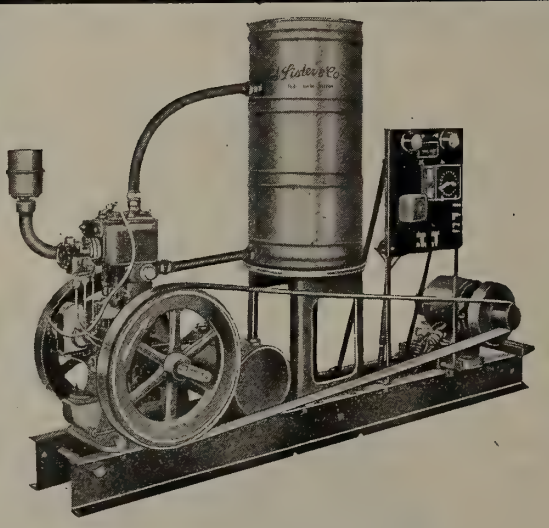
A Line in Demand in Both Town and Territory

Lister British-built Electric Light Plants are the biggest value ever offered. Every installation placed in a district sells others. Manufactured in 14 sizes. Capacities from 14 to 1,500 lights.

Get Descriptive Literature

Belt driven or direct-connected. There is a type for every use—farms, town homes, churches, schools, halls and municipal requirements. Operated by the famous single, twin and four-cyl. Lister slow-speed engines. Let us tell you about them.

Grasp This Sales Opportunity

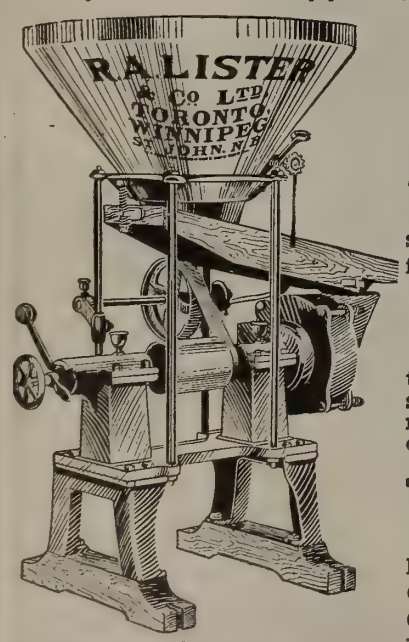


The NEW LISTER LIGHT and POWER PLANT

Three sizes:—¾, 1 and 2 K. W. Light capacity:—35, 50 and 100 20-watt lamps.

Driven by the Lister vertical, water-cooled engine. Throttle-governed, automatic lubrication, magneto ignition. Easy to start, smooth-running, dependable. Generator is shunt-wound with flywheel pulley. Set on sliding bed-plate. Simple switchboard. Whole plant is very compact and self contained. Shipped complete with steel girder base, ready to start. Also provides power to operate the pump, washer, cream separator, grinder, etc.

Write for our New Prices and Terms

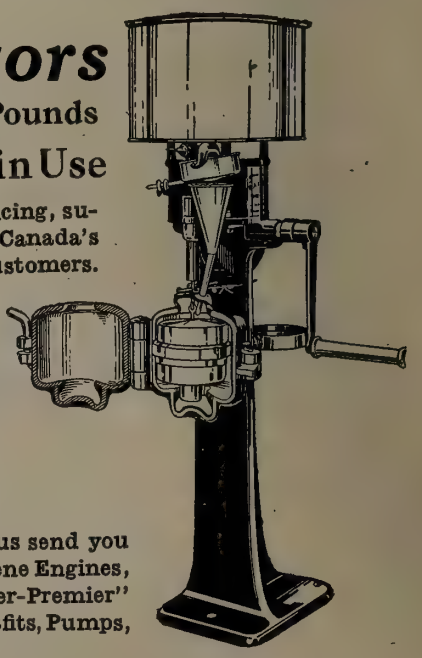


Melotte Cream Separators

12 Sizes: Capacities 280 to 1,300 Pounds

Unsurpassed Efficiency. Over a Million in Use

In 1921, as in 1888, the Melotte is the king of cream separators. Self-balancing, suspended, frictionless bowl. In design, quality of materials, finish and value it is Canada's foremost separator. Easy to clean; close skimming. A real investment for your customers.



Lister Grinders for Seasonable Sales

We guarantee Lister Grain Grinders to grind more feed on the same power than any other grinder of the same size on the market. Rigid design. Heavy shaft; extra long bearings. Ball-thrust end bearing. Large feed trough. Strong reversible plates; worm force-feed. Equipped with bagger pulleys. Sold with or without base. Get our prices on this line and go after the business.

There is no Slack Season for Lister Dealers

The LISTER LINE comprises machines in demand the year around. Let us send you literature and our Sales Offer On:—"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister-Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Power Pumping Outfits etc.

Lister Farm Engines
2, 3, 5, 7 and 9 H. P.
British-built, with quality construction that appeals to every farmer on the market for really dependable power.

R. A. LISTER & CO. (Canada) LTD.

Winnipeg, Man. - - - Toronto, Ont.

no oil pump. The throttling governor is stated to ensure steady and smooth operation. It consists simply of governor balls operating in the flywheel in connection with a sleeve on the crank. The motion of the sleeve is transmitted to the valve in the fuel passage so that the admittance of fuel and air is absolutely controlled in ratio to the load of the engine.

The Watson company are now appointing dealers throughout western territory or the representation of this line in conjunction with their own.

Putting An End To Tire Troubles

Without doubt the greatest drain upon the pocket of the motorist, and the greatest tax upon his temper, is tire trouble. Any assured means of eliminating punctures and blow-outs will be welcomed by the car owner, for the greatest problem of the pneumatic tire has ever been to protect the air.

A solution of this trouble is offered the trade and car owners by the adoption of Armored Inner Tires, a line being distributed by the Armored Tire and Rubber Co. of Canada, 204 McIntyre Blk., Winnipeg, whose announcement appears on page 22 of this issue.

The Armored Inner Tires, says the makers, absolutely prevents punctures and blowouts. For over four years they have been tested by thousands of car owners and over roads that were impassable for the ordinary tires. Owners have pulled out nails, tacks, glass—every conceivable puncture agency from the covers, yet the car ran on a steady cushion of air. From fifteen to twenty thousand miles is a common mileage for tires protected with this cover. They can be used until the tire is a mass of shreds yet no puncture will develop. What then is the construction?

The Armored Inner Tire is placed in the casing as easily as an inner tube. It is made of fabric, the finest Para rubber and patented inter-connecting steel discs. Fabric is on the outside. three plys of rubber inside, and between them lie outer and inner armored plates, flexible, overlapping discs of pliable steel. The whole—fabric rubber and plates—are vulcanized into a resilient casing on which the car rides like a feather. Extreme pressure of air in the tires is not necessary. Reports from users testify to the wonderful saving and economy of using these armored inner tires.

Case Did Good Business

According to the Wall Street Journal, sales of the J. I. Case Threshing Machine Co.,Racine, Wis., for the seven months ended July 31, last, were $10,500,000.

Sales last year amounted to $34,547,000; $32,342,000 in 1919 and $25,162,000 in 1918. These years were admittedly abnormal, showing increased sales due to stimulation of war-time prosperity. In 1915, 1916 and 1917, the period immediately preceding actice U. S. participation in the war, 50 per cent. of the total sales for the year were booked after August 1. On the basis of $10,500,000 bookings for the first seven months of this year it would mean gross business of $24,418,600 for the full year, assuming normal bookings.

S. A. E. Convention

The Society of Automobile Engineers has announced that its annual meeting will be held in New York City, Jan. 10-13. This follows the established custom of holding the meeting during National Automobile Show week.

How is Your Stock of Bill Heads and Letter Heads?

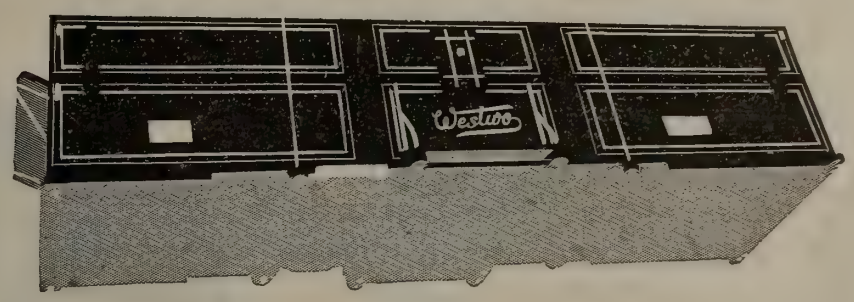
Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. *Ltd.*
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

Hitch to the Westwo Line



Westwo REG'D

WAGON BOXES
FARM SLEIGHS
CUTTER GEARS
DOUBLETREE SETS
"PERFECT" HITCHES

Don't place Your Fall Orders until You get Our Prices and Terms---

Then You'll Order Westwo REG'D

Write for Prices to

D. Ackland & Son Limited

WINNIPEG CALGARY

Digging Potatoes By Power

By E. P. Stahl, Hyatt Roller Bearing Co.

Just as the steel plow is the outgrowth of the wooden fork, used by primitive man, and the ten-foot-cut grain binder, the modern counterpart of the scythe, so the engine driven, tractor pulled potato digger of today is the logical evolution of the old back breaking four tine spade.

In 1866, by the methods then in use, it required 108 hours of a man's time to produce one acre of potatoes yielding 220 bushels. By the use of modern potato machinery, the time required to do the same amount of work, has been reduced to thirty-eight hours, which is a saving of over 64.81% in time alone.

It costs the farmer $13.18 to produce one acre of potatoes, yielding 220 bushels by the old method. Up-to-date equipment has brought this cost down to $5.95, thereby showing a saving of 53.85% in actual cash—and this wonderful change was brought about by the use of such modern machinery as the mechanical potato planter and the digger.

Mechanical potato diggers have been in use for many years. The mechanism is quite simple—a shovel nose traveling under the rows, digs up the soil in which the potatoes have grown. This soil containing the potatoes is delivered onto a steel rake, or elevator, which carries them toward the rear of the machine. This elevator is agitated and delivers the potatoes on top of the ground, free from dirt and ready for sacking.

Heavy Service Demands

Potato diggers must operate under severe conditions, and anything that adds to their reliability and efficiency is highly desirable. The work is not only extremely heavy, but the machine is constantly working in a cloud of dust and dirt when the weather is dry, or in a sea of mud during a rainy fall. The idler sprockets, and particularly the spockets at the lower end of the elevator, must work continually in dirt. This, of course, is a most severe working condition for the bearings. The finer dirt and dust tends to work its way into them, causing friction which produces excessive wear.

Reducing the Draft

The addition of anti-friction roller bearings, encased in dust proof enclosures, represents a recent and important step in the perfection of the potato digger, and it has proven, through actual field tests, that a machine so equipped requires much less power and is far more dependable than one with plain bearings.

Recently a test was made upon two potato diggers, one equipped with plain bearings, and the other with anti-friction roller bearings. In order that conditions might be made identical, the test was made upon the two diggers in the same field, and on the same day—the same tractor being used to pull both machines.

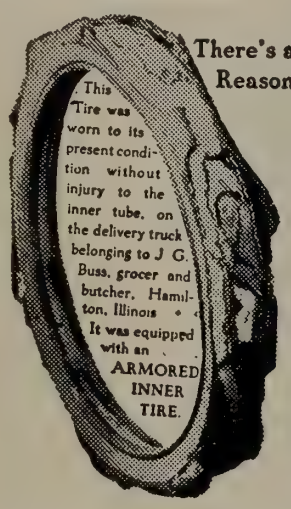
Like all other machinery built to withstand the severe punishment experienced when working with tractors, the digger equipped with anti-friction bearings was more ruggedly built, weighing 250 pounds more than the plain bearing machine—and even though the weight was greater, the anti-friction bearing machine was operated by a four horse power stationary motor, mounted on the frame—whereas an eight horse power motor, similarly mounted, was required to operate the other machine.

The roller bearings on the anti-friction bearing equipped machine were located on the rear axle, the countershaft, the front idler shaft, agitator or elevator, sprockets and on the engine extension shaft.

These machines were both of the same size, being termed seven foot diggers, and although the one weighed more than the other, the pounds pull necessary to operate them when working was equal.

This demonstrated that the draft had been appreciably lessened, which is of still greater importance when the horse drawn machine is considered.

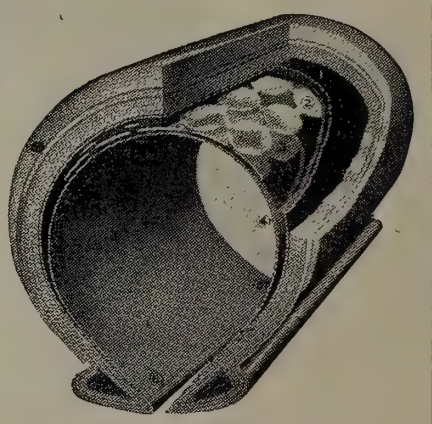
Notwithstanding the fact, the roller bearing digger was equipped with an engine only half as large as the other machine, it was evident, whenever bad spots were encountered the smaller engine took its loads with greater ease. It was, therefore, proven that the addition of roller bearings, and the improvements made in connection therewith, represents a step forward in reducing the cost of operation. But of even greater importance, is the decrease of wear of the parts ordinarily subject to the greatest friction, insuring longer life to the machine and extending the period of the original investment. Greater reliability is ensured in harvesting the crop, and positive performance from the equipment.


There's a Reason
This Tire was worn to its present condition without injury to the inner tube, on the delivery truck belonging to J G. Buss, grocer and butcher, Hamilton, Illinois
It was equipped with an ARMORED INNER TIRE.

ARMORED INNER TIRES

Guarantee Your Customers Absolute Protection from All Blow-outs and Punctures

The greatest single development in the history of auto accessories. Go in the casing as easily as an inner tube. They assure new life for old tires, longer life for new tires. Time-tried and proven. On the market for over four years. An absolute assurance against punctures and blow-outs, also a guarantee of increased mileage.



Note the Construction

You—or your customers—can use tires as long as they will hold together. Armored Inner Tires are made of three layers of fabric, five layers of Para rubber and patented, inter-connecting steel discs.

Every Car Owner is a Prospect

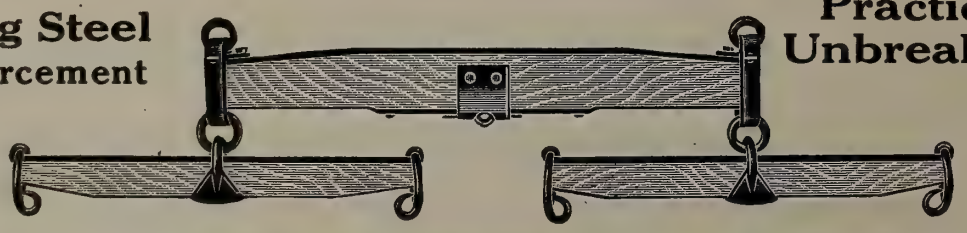
Layers are vulcanized into a solid mass. See the illustration. Armored Inner Tires are giving hundreds and thousands of extra miles of service. They will increase your profits and prestige. Get prices, literature and liberal sales offer.

ARMORED TIRE & RUBBER CO., of Canada
204 McIntyre Block, Winnipeg, Man.

"SAMSON" EVENER SETS FOR HEAVY HAULAGE

Strong Steel Reinforcement

Practically Unbreakable



Order Now However Bad the Roads

Get our Prices Take the Strain and Load

Gregg 4 or 5 Horse Plow Eveners

For gang, sulky and disc plow use. Assure perfect distribution of draft. Adaptable to any plow. Get details and prices on this line.

Using Samson Sets, with two horses, the farmer gets his grain to town over any kind of road. Extra heavy, selected woods. Reinforced by ¼x1 steel plates on singletrees; ¼x1¾ steel on eveners.

No. 6 set: two 2⅝x36 straight-back hickory singletrees; one 2x4x48 straight-back evener, one 2¾x42 hickory neckyoke and 2 steel clevises with stay chain rings. Weight per set, 52 lbs. No. 7 set: two 2¾x36 straight-back hickory singletrees, one 2x5x48 straight-back evener; one 3x48 hickory neckyoke, and steel clevises and rings as above. Weight 60 lbs. You can't sell a stronger set or give bigger value. Write us today.

Gregg Manufacturing Company, Ltd.
Winnipeg, Man.

BUSINESS CHANGES

(Continued from page 17)

The N.P. Nelson Iron Works Inc., wish to establish an agency in Winnipeg for the sale of their line of self feeding and self-propelling wagon loaders and car unloaders. Information may be had from the Board of Trade.

D. Drehmer, manager of the John Deere Plow Co., Winnipeg, accompanied by the managers of the other branches in Western Canada, visited the headquarters of the company at Moline, Ill, early in October.

D.B. McLeod, sales manager of the Winnipeg branch of the John Deere Plow Co. went east during September passing some time at the Welland plant of the company. He then visited the Moline factories on his way home.

W. Ohlson, of the Swedish Separator Co., Stockholm, Sweden, spent a few days with Manager Strachan of the Winnipeg office during the last week in September. Mr. Lagercrantz, manager of the Stockholm plant, will visit the Canadian branches in the near future.

During a distrous fire that swept the village of Hatton on Sept. 25, the Cockshutt, Deering and McCormick implement businesses were destroyed, also Robinson's Garage.

K.N. Forbes, manager of the Canadian Fairbanks-Morse Co., Winnipeg, recently returned from a ten days visit to the Montreal headquarters of his company.

It is reported that P.M. Ames, formerly manager of Manitoba Engines Ltd., Brandon is now travelling for the Baker Manufacturing Co., manufacturers of windmills at Evansville, Wis.

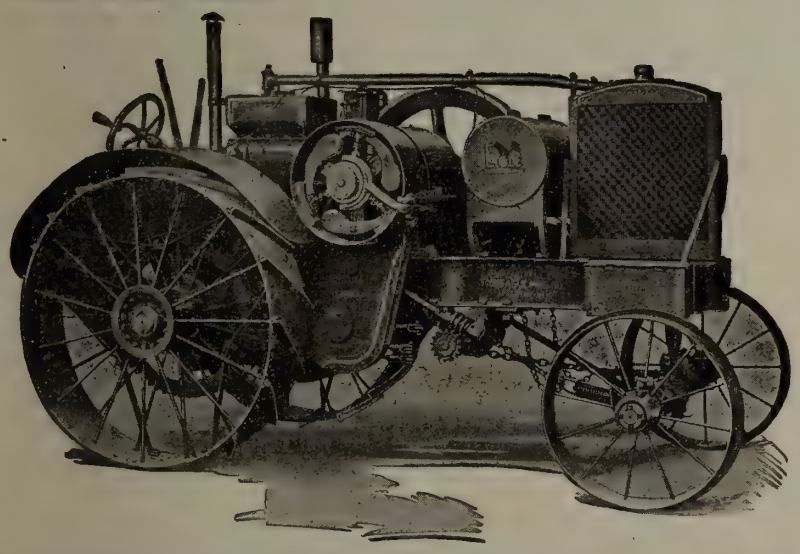
P.J. Grout, manager of the Twin City Separator Co., Winnipeg, recently returned from a trip in the east. Mr. Grout was in attendance at the Canadian National Exhibition at Toronto, and at the London Fair, at both of which the Bull Dog Line was shown. He returned home by Chicago and Minneapolis.

J.P. Ritchie, manager of the John Watson Mfg. Co., Win-

EAGLE

Farm Tractors

12-22 H. P. 16-30 H. P.
Give Year 'Round Service



For Fall use the Eagle Tractor with a Rock Island Plow is a real power investment for your customers. Profits with the Eagle are not absorbed in service expense. The simplest tractors built. Smooth, steady power. Horizontal, twin-cyl., valve-in-head, slow-speed, heavy duty motors. 12-22 is 7x8"; 16-30 is 8x8". Use gasoline or kerosene. Hyatt equipped; Dixie ignition; impulse starter.

12-20 H. P.
9-16 H. P.

Heider Tractors
Rock Island Plows

The outfits that won Silver Cup, Sweepstakes and First Place at Portage la Prairie Plowing Match. The Heider has proved its economy for every service, belt or draw-bar.

Nos. 9 and 12 Rock Island Plows, in 2, 3 or 4 bottoms, have the famous CTX moldboard.

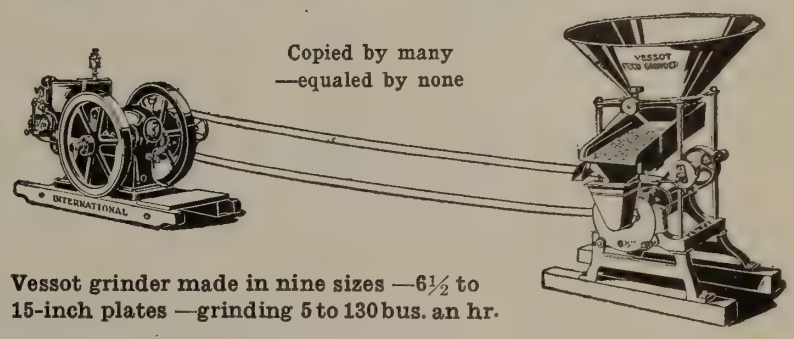
Get Literature and Our Liberal Agency offer

The Waterloo Manufacturing Co. Ltd.

REGINA PORTAGE LA PRAIRIE SASKATOON

Alberta Distributors: United Engines and Threshers Ltd., Calgary and Edmonton

A Convincing Sales Argument for the Vessot Feed Grinder and International Kerosene Engine



Vessot grinder made in nine sizes —6½ to 15-inch plates —grinding 5 to 130 bus. an hr.

WHEREVER livestock is kept there is a market for Vessot feed grinders and International kerosene engines. Feeding experience shows that ground feed produces more economical gains in hogs and cattle than whole grains, and keeps them healthier. When whole grains are fed, large quantities pass through the animal undigested. This is waste. Ground feeds are also more satisfactory for work horses and dairy cows.

Economy alone is sufficient reason for the stock feeder to purchase a feed grinding outfit, without considering the convenience and saving in time which comes from handling ground feeds at feeding time. Call these facts to the farmer's attention in your effort to push the sale of Vessot grinders and International engines.

The Vessot Handles Any Kind of Grain

Vessot feed grinders may be adjusted to grind any kind of grain, either coarse or fine. The extra heavy plates are reversible, giving double wear from each set. Every plate and shaft is accurately balanced, insuring a smooth-running machine that will last a lifetime. All shafts and bearings are of a generous size.

International Kerosene Engines Cut Power Costs

These engines operate on low-cost fuel. An enclosed crank case protects the working parts and saves oil. The oil is kept clean, so that it lubricates thoroughly, saving wear on the piston, crankshaft, and bearings. These engines are noted for their strength and long life. Sizes range from 1½ to 10 h.p. Write your branch house or see the blockman for detailed information.

INTERNATIONAL HARVESTER COMPANY OF CANADA LTD.

HAMILTON CANADA

WESTERN BRANCHES — BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.

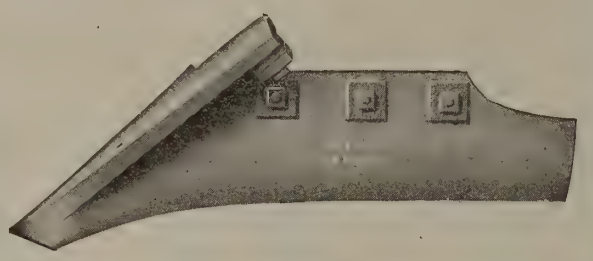
EASTERN BRANCHES — HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.

Increase Your Business---Handle "STAR" FITTED PLOWSHARES

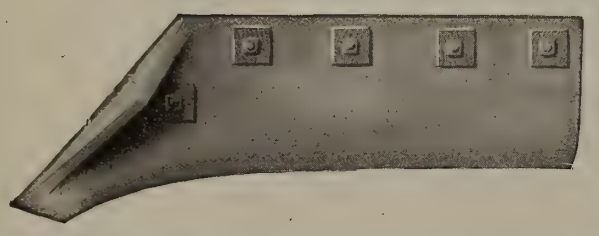
There's a Star Share for Practically Every Plow in Use.

You can get a big demand in your territory this Fall, and pave the way for bigger sales next Spring by supplying your customers with Star Fitted Plowshares.

There's a type to suit practically every plow in use in Western Canada. Every share guaranteed perfect in Quality, Fit and Finish. Fitted with bolts, ready to attach to the plow. Manufactured from specially selected materials.



A Reinforced Landside Strengthens the Weld.



JOBBERS

Wilkinson - Kompass Ltd., Winnipeg

F. G. Wright & Co., Winnipeg

J. H. Ashdown Hardware Co., Winnipeg, Saskatoon, Calgary

Western Implements Ltd., Regina

Metals Ltd., Calgary and Edmonton

Western Canada Hardware Co., Lethbridge

Make your store local headquarters for Star Plowshares. They are known, and in demand. A fast-selling line that nets the dealer a nice margin of profit. Send your order to the nearest Jobber. Place requirements now for Spring delivery. Ask for the latest lists.

Made Exclusively by the

Star Manufacturing Company

CARPENTERSVILLE, ILL., U.S.A.

MENTION CANADIAN FARM IMPLEMENTS WHEN WRITING ADVERTISERS. It will help indentify you.

nipeg, returned the middle of last month from a visit to the factory of his company at Ayr, Ont. Mr. Ritchie also visited Toronto, Guelph and other points.

Dauphin Motors Ltd. was recently incorporated at Dauphin.

The National Fibre Co. has been incorporated at Neepawa.

T.H. Buck has commenced in the automobile business at Lena.

E.G. Sequin has discontinued his automobile business at Odessa.

F.N. Noble, implement dealer and garage owner at Midale, is advertising his business for sale.

W.N. Robinson, manager of the Robinson-Alamo Co., Winnipeg, spent a week in the territory during September.

H.W. Hutchinson, general manager of the Sawyer-Massey Co.,Hamilton, Ont, returned to Hamilton on September 21st after an extended visit to the western branches of the company.

Mayor George Wedlake, of Brantford, Ont. general manager of the Cockshutt Plow Co., spent a few days in Winnipeg during September. He stated that departments of his company's plants, closed temporarily, would be opened so as to provide employment for mechanics.

A recent fire at Shoal Lake destroyed the premises of J.E. McLean, implement dealer and John Findlay, harness dealer.

In a recent fire that swept the town of Hatton the following implement dealers had their places of business destroyed:—John A. McLean, Robinson and Co., and C.A. Webster.

The stock of John Schmidt, harness dealer at Southey, has been sold by auction.

Fire loss was sustained recently by the Imperial Brass and Foundry Co., Edmonton.

Hardman's Garage, an auomobile concern at Marpole, B.C., suffered fire loss recently.

The Grayson Machine Works have commenced operations in Vancouver.

L.D. Collins, treasurer and assistant general manager of the Massey-Harris Harvester Co., Batavia, N.Y., died suddenly in London, Sept. 17.

Honslow Bros., who operate a garage at Macrorie, Sask., cater for the repair, gas and oil business of travellers by offering free storage to any traveller who has repair work done or purchases gas or oil.

Gray-Dort Motors Limited, of Chatham, Ont., announce the appointment of W.T. Bush as director of sales to succeed W. G. Bell who has taken up other work in the organization. Prior to his appointment with the Gray-Dort company, Mr. Bush held on important executive position with the Packard Motor company of Detroit.

J.D. Chappell has joined The Thomas Cusack Company, outdoor advertising, as sales manager. Mr. Chappell was for more than two years general manager of the General Ordnance Company, New York. He was formerly connected with the DeLaval Separator Company and the Studebaker Corporation.

H.L. Corey, who has been advertising manager of the Champion Spark Plug Co., Toledo, O., since 1913, retired Oct. 1, and will be succeeded by Geo. B. Nason, who has been active for some time in the Champion company's advertising department.

Mrs E.E. Whaley, the wife of E.E. Whaley, manager of national tractor shows and demonstrations and the editor of Implement Age, died in Springfield, O., following a major operation. Mrs. Whaley had been ill for some time. Mr. Whaley and a daughter, eight years old, survive her.

Reduced Prices

Effective October first the B. F. Avery & Sons Co., Louisville, Ky., reduced their implements as follows:- Plows 20%, disc harrows, 20%, drag harrows, 20%, cultivators, 20%, binders and reapers 10%, mowers, 15%, rakes and tedders and sulky rakes, 10%. No change is made in repair prices.

WHY PAY MORE FOR NO MORE?

ORDER SAMPLES---SEE THE GOODS
GET THE AGENCY---NOW!

12 in. Independent Gang Plows	$ 62.50
14in. and 16in. " Sulky Plows	43.50
20x6 Independent Grain Drills	110.00
22x6 " " "	120.00
24x6 " " "	130.00

Single or double disc with oats agitator

Terms: Net Cash March 1st. 1922. *F. O. B. Minneapolis, Minn.*

We furnish Kingman, Sattley, Independent and Peru Repairs

All Goods Guaranteed

Martin and Kennedy Co. Manufacturers and Jobbers

KANSAS CITY, MISSOURI, U.S.A.

A New De Laval Booklet

The De Laval Company, New York, recently issued "The Better Way of Milking," a very interesting booklet on the subject of mechanical milking. The publication has especial reference to the De Laval milker, and its 32 pages are replete with excellent information on the subject of mechanical milking.

Splendid illustrations show installations of the De Laval milker in practically every territory on the continent. Letters from De Laval milker owners are strong testimony as regards the efficiency and economy of this machine. Many articles on mechanical milking by experts will be of great value to the dealer in dairy machinery, giving him a wealth of sales argument to use on his prospects. The book is splendidly gotten up and arranged, and may be had by interested dealers from the nearest office of the De Laval organization.

The mechanical milker is just as essential to the dairy farmer as the grain binder or any other mechanical labor-saving device, or even more so. It is an assured fact that the mechanical milker will do much to make dairying a business in which the drudgery will be eliminated—a calling that will be more pleasurable and profitable to the farmer.

Institute Suit For Tractor

The Goold, Shapley & Muir Co. have started suit to recover $1,191 on the purchase price of a tractor, sold to three farmers in Manitoba. The defendents refuse payment on the ground that they allege fraud and misrepresentation on the part of the agent of the company, entering counter claim for $300 each for loss of time claimed in connection with the tractor. The company won the case, with costs.

Large Car Production

During the first part of the year the Studebaker Corporation produced 33,740 passenger cars. This equals 133 per cent of its production in the first six months of 1920. Studebaker's output for half of 1921 was equivalent to nearly 15 per cent of the combined production of 229,939 vehicles as recorded by the 49 other companies for the same period.

A New Washer Plant

The Home Appliance Manufacturing Co., Winnipeg, have commenced a factory at 382 Nairn Avenue, and when completed will have an output of about 80 washers a week, according to W.R. Smith, General Manager. They expect to have machines on the market for Christmas business.

Automotive Show Gets Official Recognition

The Western Canada Automobile equipment show, to be held in Winnipeg in February, 1922, has officially received the sanction of the Automotive Equipment Association of America, according to information received recently by the executive committee of the Western Canada Automotive equipment association, under whose auspices the show will be held.

Nearly all automobile accessory manufacturers of America are members of the United States association, and members are only entitled to show their products at such shows as receive official recognition by the association.

New Tractor Corporation

The Post Tractor Co., Cleveland, The Whitney Tractor Co., Upper Sandusky, and The Chiet Motor Co., Port Huron, Mich., have consolidated for the production and distribution of the Whitney Tractor. The company will operate as the Post-Whitney Company, at Cleveland.

The officers of the company are: A. B. Whitney, president and treasurer; Harry S. Erd, vice-president and general manager; Ralph Blue, secretary. Maurace F. McCarthy has charge of production and C. E. Grove is manager of distribution.

The Post-Whitney will concentrate its efforts upon the Whitney tractor, a one-man, two-plow, four-wheel tractor with an S.A.E. rating of 9-18.

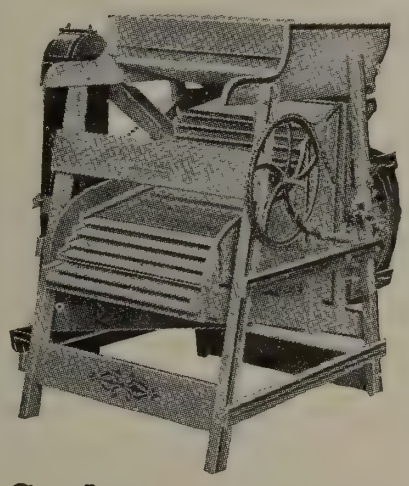
Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.



New Dual Cleaner and Separator

Means Clean Grain and Better Profits for the Farmer

Now offered at a specially reduced price. These mills have immense capacity and will reduce the heaviest mixture in ONE RUN at a rate that would require two ordinary mills. The double gangs and cut-off system make them the most efficient, high-speed grain cleaner on the market. Handle them and you have no competition in this line.

Following the heavy rains every farmer should clean his grain for market to assure the best possible grade. The New Dual excels for this work. It cleans and separates any mixture perfectly and pays for itself in a single season.

"New Superior" Wild Oats Separators

Made in three sizes: 24, 32 and 42-inch sieves. Supplied with or without bagger, as desired. Strongly built and bolted. Very easy running. Patented adjustable windboards give perfect control over blast. A general-purpose machine that has great capacity and does splendid work. ASK FOR SPECIAL FALL PRICES.

Cushman Grinders

Flat Plates:- 6, 8, 10 and 13 inch Sizes

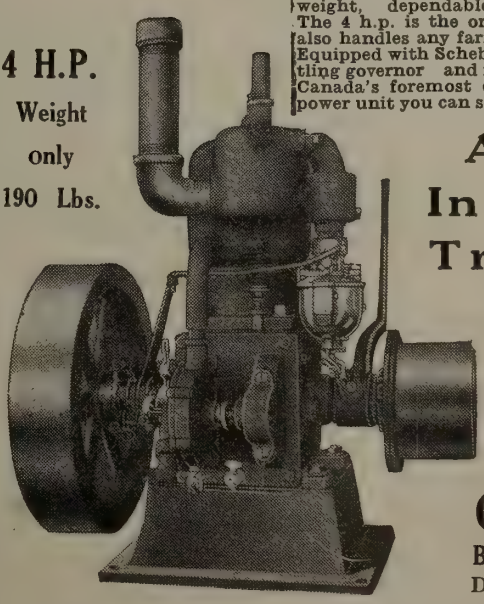
A seasonable line that is in demand by stock owners. At our new prices you can get quick sales and good profits on this grinder. Low power requirements. Exceptional capacity Wide range of adjustment for fineness. Rigid design; no vibration. Heavy drive shaft. Get a sample on your floor and go after this trade.

Cushman Engines for All Winter Work

Sizes from 4 to 20 Horse-power

Whatever the farmers power needs you have a Cushman to suit them. Lightweight, dependable and economical. The 4 h.p. is the original binder engine, also handles any farm job to its capacity. Equipped with Schebler carburetor, throttling governor and friction clutch pulley. Canada's foremost engine, and the best power unit you can sell.

4 H.P. Weight only 190 Lbs.



A Snap In Lauson Tractors

We have a few 15-25 and 15-30 Lauson Tractors in stock and offer these to responsible dealers at rock-bottom prices and special terms. Write us for details of this opportunity.

2-3 Bottom Tractor Engine Gangs, While They Last, at $150, f.o.b. Winnipeg, In Lots Of Three.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. C F, WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Department, CANADIAN FARM IMPLEMENTS, Winnipeg.

F. A. Man.—Repairs for the old style Thomas disc harrow are not handled in Western Canada. Address the factory—The Thomas Mfg. Co., Springfield, O.

H. N., Man.—Repairs for the Fuller & Johnson plow can be had by writing direct to the Madison Plow Co., Madison, Wis.

O. Bros., Sask.—We are advised by the Regina branch of the Ontario Wind Engine & Pump Co., that the feed grinder with casting mark "No. 2" on frame, is an old style "Toronto" 12-inch grinder. The company have forwarded you repair lists for this machine.

W. Machine Co., Sask.—Disc harrow part S. 100 is a doubletree support for a Standard disc harrow. No repairs for this line are in existence. The harrow is no longer being made, and the patterns were scrapped several years ago.

L. E. J. Co., Sask.—Boxing for truck wheel on disc harrow, marked O. 829 is for a disc harrow made by the Rock Island Plow Co., Rock Island, Ill. No stocks of this repair are carried nearer than the factory at Rock Island.

A. B. R., Sask.—The "Ohio" farm engine was formerly manufactured by the Ohio Mfg. Co., Marion, Ohio. This firm is now out of business. The stock was taken over by the Whitney Tractor Co., Upper Sandusky, Ohio, and you may possibly be able to obtain repairs from them.

G. T., Sask.—The only stubble burner we know of being handled in the west is a type sold by the Agricultural Supply Co., 920 Union Bank Bldg., Winnipeg. Their machine retails at $15.00.

G. H. G., Sask.—Regarding supply scource for stubble burner, refer to G. T. above.

B. B. & C., Sask.—Disc harrow with boxings L. B. 35 is a Bement harrow, a make now obsolete. Repairs are, however, carried by F. E. Keller, Lansing, Mich., who can supply new boxings.

Le L. & G., Sask.—Cam gear K130 and key K132 are for a Judson engine. The Judson company are now out of existence. Repairs can be had from the J. F. McKenzie Co., 156 Princess St., Winnipeg.

E. & B., Sask.—Plow with land axle journal C77 and foot rest casting 540 is an old style Thompson plow. Repairs can be had by writing the Thompson Plow & Engine Works, Beloit, Wis.

M. O. P., Sask.—Bosch magnetos and parts for all types of same can be obtained from the Acme Magneto & Electrical Co., 148 Princess St., Winnipeg.

N. E. Co., Man.—The old style Moline Universal tractor used a Willard battery and Remy ignition. You can get a battery for this tractor from the Stewart Sheaf Loader Co., Winnipeg.

J. W., Man.—Repairs for an "Empire" grain grinder can be had from the makers—the Empire Manfg. Co., Quincy, Ill.

R. J., Man.—What the customer requires is evidently a subsoil attachment for a plow to break up the furrow bottom. These attachments are not sold in Western Canada. You can get complete details on types for attachment to any plow from the International Harvester Division, Parlin & Orendorff Co., Canton, Ill.

J. L., Sask.—You can obtain repairs for the Stickney engine from the Ontario Wind Engine & Pump Co., Logan and Arlington, Winnipeg.

H. E. H., Sask.—Disc harrow parts H528 and H477 are for a harrow made by the Rock Island Plow Co., Rock Island, Ill. You can obtain them from the Northern Rock Island Plow Co., 404 Washington Ave. N., Minneapolis, Minn.

H. & W., Alta.—You can get steel skeins and boxings for the Stoughton wagon from the Stoughton Wagon Co., Stoughton, Wis.

B. M., Alta.—Plow with main casting for front furrow wheel, marked P. 148, is a Verity. Repairs can be had from the Edmonton branch of the Massey-Harris Co., Ltd.

J. D., Man.—Plates for an "Ideal" grinder can be had from the Goold, Shapley & Muir Co., Regina, Sask.

N. F., Man.—Disc harrow with wheel clamp on fore truck, B1503, is a Moline. Get repairs from the John Watson Manfg. Co., Chambers St., Winnipeg.

A Novel Method of Tractor Demonstration

E. D. Arnett, a dealer at Bloomington, Ill., has a novel way of demonstrating his line of Bates Steel Mule tractors to farmers in his territory. He uses a wagon or flat trailer, in which he hauls a 3-furrow plow, disc harrow and a culti-packer from one farm to another for demonstration purposes, using the Steel Mule as hauling power.

After demonstrating to the satisfaction of the interested farmer, the trailer is again loaded with the implements. This is accomplished by digging two small holes in which the two back wheels of the trailer rest, thereby bringing the rear end of the trailer within two feet of the ground. Several heavy planks are then placed from the trailer to the ground, forming a gang-plank up which the implements are drawn by the tractor with the aid of a cable.

The Bates Steel Mule is then hitched to the trailer and they proceed to the next farm. Mr. Arnett has created quite a wide interest and has increased his tractor sales by this means of showing the farmers what the tractor can do in the field.

Fordson Tractor Production

Since last March the average monthly output of the Fordson tractor factory at Detroit has been 5,200 machines. The total for the period was 26,000 tractors. Buildings at the River Rouge plant formerly devoted to boat manufacture now house the complete tractor plant.

Fordson No. 200,000 was completed August 27. Fordson No. 100,000 was completed February 18, 1920.

To Consider Standardization

Responding to Secretary Hoover's recent request that the United States Nationaal Implement & Vehicle Association appoint an advisory committee on standardization of farm equipment, President W. H. Stackhouse has nominated a committee of twelve, headed by G. W. Crampton, of Deere & Mansur Works, Moline, Ill., to serve as this contact body.

A successful man goes to the highest authority; an unsuccessful one to the lowest.

A grain of forethought is worth more than a ton of afterthought.

Enthusiasm is the boy who lubricates the wheels of progress.

Steel, strangely, being still on the rise, won't stay still.

RETURN FLUE

Spells the Difference Between This

PERFECTED TANK HEATER

and the Ordinary Make

The smoke flue is located directly over the fire. When the fire is kindled a strong instantaneous and lasting draft is created because the Flue above is immediately heated. The draft is easily controlled by a slide damper in the fuel door.

Burns Wood, Coal or Cobs.

A Good Profit Producer

Write Today for Full Particulars

Western Steel Products Limited

WINNIPEG Man. | REGINA Sask. | CALGARY Alta. | EDMONTON Alta.

OLD COUNTRY

A WORD TO THE WISE

FALL AND CHRISTMAS SAILINGS FOR ALL STEAMSHIP LINES ARE AVAILABLE. IF YOU ARE PLANNING

MAKE Reservations EARLY

A TRIP TO THE OLD COUNTRY THIS WINTER SEE OR WRITE ANY CANADIAN NATIONAL RAILWAY AGENT OR

W. J. QUINLAN, Dist. Passenger Agt. WINNIPEG MAN.

W. STAPLETON, Dist. Passenger Agt. SASKATOON SASK.

J. MADILL, Dist. Passenger Agt. EDMONTON ALTA.

BOOKINGS

Canadian National Railways

Manufacturers-Distributors-Wholesalers

Regular Trade Advertising Creates Buying Opportunities—and Cuts your Sales Costs

Build Business by Consistent Advertising in

Proven Reader Confidence and Reader Preference

CANADIAN FARM IMPLEMENTS

Western Canada's only Implement and Tractor Trade Journal

Reaches Tractor and Farm Equipment Dealers in Canada's Greatest Sales Territory

Our Subscribers sell [Equipment to over 300,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine Oils, Greases, etc.

The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

MANY farmers have been out of the buyer's market for some months, but their needs are increasing daily. The best time to sell is when the farmer is receiving money. Farm trade will be better than any other trade this Fall. Now is the time to commence your Fall and Winter advertising campaign.

¶ The advertiser who has a widespread and efficient dealer organization—with adequate local stocks—will be most apt to get the early farm trade.

¶ Keep your product before practically every tractor and farm machinery dealer in Western Canada by concentrating your trade advertising in Canadian Farm Implements. Maintain your reputation for progressiveness in selling.

¶ Advertising in Canadian Farm Implements reaches an exclusive trade field. Every unit of circulation pays. You cater to the dealer's convenience, save his time and keep your lines before the trade effectively and economically. You help the dealer balance rival claims. When your salesman calls, your advertising has paved his way. It saves the time of both dealer and salesman—and you reach the very best type of dealer.

¶ We are back to *real merchandising*—to a question of *turnover* and *profits*. Back the quality of your goods by reaching the best men to sell your products. Lower your sales costs by using our pages.

Advertising Rates and Distribution of Circulation sent upon request

CAN TRACTORS BE SOLD?

Tractors Advertised in The Nor'-West Farmer

AULTMAN-TAYLOR
Aultman-Taylor Machinery Co.

AVERY
Canadian Avery Co.

ALL WORK
Geo. White & Sons Co.

BEAVER
Goold-Shapley & Muir Co.

BATES STEEL MULE
Bates Machine & Tractor Co.

CANADIAN
Alberta Foundry Co. Ltd.

CASE
J.I.Case Threshing Machine Co.

CLETRAC
Cleveland Tractor Co.

CATERPILLAR
Canadian Holt Co.

EAGLE
Waterloo Mfg. Co.

E-B
Emerson, Brantingham Implement Co

FORDSON
Ford Motor Co.

G-O
General Ordnance Co.

GRAY
Gray Tractor Co.

HART-PARR
Hart-Parr Co.

HEIDER
Waterloo Mfg.Co.

HUBER LIGHT FOUR
Huber Mfg. Co.

IMPERIAL
Robert Bell Engine & Thresher Co.

I.H.C.
International Harvester Co.

MONARCH
Monarch Tractors Ltd.

MASSEY-HARRIS
Massey-Harris Co.

NICHOLS & SHEPARD
Nichols & Shepard Co.

OIL PULL
Advance-Rumely Thresher Co.

PLOW MAN
Plowman Tractor Co.

STINSON
Stinson Tractor Co.

SAMSON
Samson Tractor Co.

TILLSOIL
Canadian Tillsoil Farm Motors Ltd.

TWIN CITY
Minneapolis Steel & Machinery Co.

WALLIS
Sawyer Massey Co.

WISCONSIN
Wisconsin Farm Tractor Co.

WATERLOO BOY
John Deere Plow Co.

The man who believes with the Chinaman that the automobile is a contraption of the devil—no pushee, no pullee, go-ee like hellee—and should not be used is probably a poor tractor prospect. He sees only the instances where a very necessary convenience is abused and becomes an unnecessary expense and burden. He also has in mind a very few farmers who did not need tractors and bought them only to learn this. But the tractor—the economical tractor applied to farms where it can prove its economy—has come to stay.

Most farmers believe in motive power—most of them use it in some form. But very few farmers believe that the tractor will displace the horse on western farms. No one else ever believed they would—least of all the big tractor manufacturers.

A great many tractor manufacturers also manufacture horse drawn outfits for all kinds of work but **because they have proven through the experience of tractor owners that the best farm equipment, on good sized farms, includes both tractors and horses, they are also producing tractors.**

Some farmers have been disappointed with tractors because their farms are too small for their profitable use; a few have bought freaks. This only proves however that tractors should only be sold to men who need them, and there are still plenty of these men in Western Canada.

The dealer has two questions to answer for himself: (1) How many farmers in my district can porfitably use tractors? (2) What standard make can I sell with every assurance that it is economical and applicable to my district?

With these questions answered it is time to plan to make sales. There are several standard makes of tractors, widely advertised through big farm papers like The Nor'-West Farmer, the owners of which testify to their economy and usefulness. Any of these are possibilities for your territory. The time has come to put the tractor business on a purely merit basis, to sell farmers tractors they need, not merely ones they can be induced to buy. The dealers who do this will win.

Keep tab on the best sellers by reading The Nor'-West Farmer

The Nor'-West Farmer

The Pioneer Farm Journal of Western Canada

FARM SALES SERVICE

Winnipeg - - Canada

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 11 WINNIPEG, CANADA, NOVEMBER, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

Live Stock for Prince's Ranch

No stock is too good for his Alberta ranch, according to the Prince of Wales, who has been sending over Dartmoor ponies, thoroughbred colts and fillies, and Suffolk chickens.
The Prince's enthusiasm will make other ranchers keen to have equally fine stock.
Our managers will be glad to discuss your farm financing with you.

As the pioneer Bank of Western Canada we are bankers for the United Grain Growers, the United Farmers of Alberta and the Saskatchewan Co-Operative Elevator Company.

UNION BANK OF CANADA

Head Office : : WINNIPEG

456

AN IDLE BOAST?

Think you our statement that you will receive a 50% dividend at expiration of your policy is mere words?
Look then at the following figures, bearing in mind that in addition to accumulating these amounts we have paid the dividends advertised on each and every policy.

JULY 30th. 1921

Assets	$ 4,388,698.08
Net cash surplus	2,219,241.51
Increase in surplus since January 1, 1921	**367,469.84**
Total insurance in force, 7-30-21	301,459,564.00

If we can increase our surplus and still pay 50% dividend on risks of implement and hardware dealers, does it not stand to reason there is excessive profits in your business for the old line companies who return to you not one nickel?
It's time you investigated! Write:—

THE CANADIAN HARDWARE AND IMPLEMENT UNDERWRITERS

802 Confederation Life Building, Winnipeg.

Watson's "Excelsior" Power Blower Cutters get Trade

A powerful, fast worker. Handles 6 tons per hour. Regularly equipped with plain table; travelling feed table, if desired. Has 13-inch throat. Length of cut, ⅜ to 1 inch, or with extra gears, 1½ to 3½ inches. Heavy balanced, double-knife wheel. Large feed box and well fitted feed rollers. One lever starts, stops, and reverses. Knives and gearing fully enclosed. Special English steel knives. Get full particulars.

Hardwood Frame Saws

Our wood and pole saws have solid steel shafts and high grade babbitted bearings. Hardwood frame is strongly built and rigidly braced. Heavy, solid, balanced fly-wheel and three 5 x 6-in. pulleys. Complete saw mandrels supplied separately if desired, also blades in all sizes. Lay in a stock—now. Literature and prices on request.

A Seasonable Line

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG, MAN.

FITTED PLOW SHARES

Shares Stocked at Regina for every make of Plow

PLACE YOUR ORDER TO-DAY

HARROW TEETH — CUTIVATORS — PAINTED AND VARNISHED EVENER WOODS PLOW HITCHES WAGON SETS

CHRISTIANSEN IMPLEMENTS

Land Packers, Mulchers, and Plow Harrows

The House of Quality *We Ship Daily*

Write for Latest Catalogue

Western Implements Limited

Cor. 6th & Scarth St. Regina, Sask.

A Typical Great-West Result

$5,000 - 20 Payment Life. Issued 1901. Matures 1921. Age 25. Premium $135.50

Cash value at Maturity	$3,580.00
Premiums paid in 20 years	2,710.00
Profit over Premiums paid	870.00

The Policyholder received a return of all premiums together with $870.00, and was protected by insurance of $5,000 during twenty years.

Ask for rates at Your own Age.

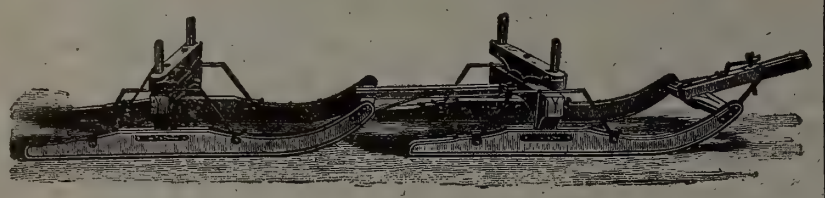
The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office : : WINNIPEG

Adams Sleighs - Brantford Cutters

BUILT in Canada for Canadian Conditions, these Sleighs and Cutters have a splendid reputation throughout the country. You're sure to have pleased customers when you supply them with Adams Sleighs and Brantford Cutters.



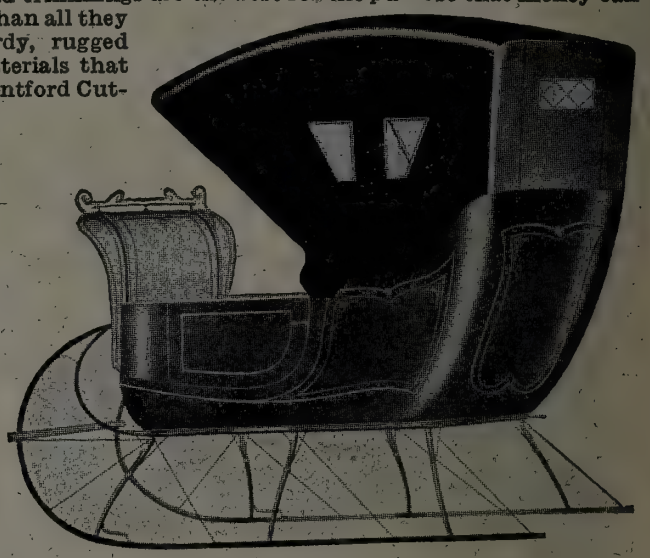
Strong and Serviceable

Adams Heavy Oak Runners stand up under heaviest loads and hardest work. Steel or Cast Shoes are proof against holes, ruts and jolts. Benches and Bolsters are ready for years of real service. Couplings, Reaches and Chains are good for any load. There's Adams Quality in every feature—Quality that is appreciated by your customers.

Prices are materially lower. Men who put off buying last year are now in the market. There is good Sleigh and Cutter business in sight. Write our nearest Branch Office for full particulars about these or any other lines of farm equipment.

Comfort and Style

We have been building Brantford Cutters for over 30 years and know intimately just what the trade demands. We also know how to build cutters that satisfy. Our designs are modern and thoroughly Canadian. Their finish and trimmings are the best for the purpose that money can buy. Better than all they have the sturdy, rugged Quality of materials that have made Brantford Cutters famous.



Cockshutt Plow Company, Ltd.

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

Give More Power at Less Cost. Guaranteed Perfect---and are Reasonable in Price.

Wilkie

All Sizes for Cars, Trucks, Tractors, Stationary Engines, and Motorcycles. Order a Set.

PISTON RINGS

Canadian Made---In All Sizes up to 6 ins. x 1-2 inch.

They seal the power in car, tractor or engine—once and for all. They solve the power-waste problem. Manufacturers—instal Wilkie Rings that deliver maximum power; Dealers—replace with Wilkie Rings, and guarantee perfect compression in your engines; Owners—get every ounce of energy from your fuel by using Wilkie Canadian-made piston rings, which hermetically seal the combustion chambers, stop compression losses and materially reduce oil and fuel consumption. Our rings are adopted as standard by the Packard Motor Co., Montreal, and many other leading concerns.

Why pay Fancy Prices?---Wilkie Rings give Complete Satisfaction.

Universal Cylinder Re-boring Tools

The handiest tool the dealer or repair man can have. Can be used by hand or drill press. Simple in design. Comprises a cutter head with six cutters, adjustable in unison. Rebores all makes of auto, tractor and stationary engines, either open or closed-end cylinders. Get our catalog.

Individually cast from close-grained, properly proportioned special materials. Our production process assures perfectly round, quick-seating rings that do not distort through heat and take the friction and strain of service. Show them to your customers. Wilkie Rings are shipped in cartons, otherwise wrapped in strong paper. Every package clearly marked with sizes. Profit by the big demand that exists for a PROVEN RING.

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Ask your Jobber, or Write direct to:

WINDSOR MACHINE AND TOOL WORKS

312-316 Pitt Street West - - Windsor, Ont.

CANADIAN FARM IMPLEMENTS

Vol. XVII., No. 11 WINNIPEG, CANADA, NOVEMBER, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c

National Federation of U. S. Dealers Met

The U. S. National Fereration of Implement Dealers Associations met in Chicago last month, being the 22nd annual meeting of that body. Thirteen state associations were represented. The Federation elected R. A. Lathrop, of Hope, N . D. as president for the ensuing year. Mr. Lathrop is well known to many implement dealers in Saskatchewan, as he addressed the dealers' association in that province in 1916.

H. J. Hodge, Abilene, was unanimously re-elected secretary-treasurer of the association. Mr. Hodge has served the organization since its inception. Following are the officers for the ensuing term:

President—R. A. Lathrop, Hope, N. D.

Vice-President—Stanley M. Sellers, Lebanon. O.

Directors for Three Years—L. F. Wolf, Mount Clemens, Mich.; A. A. Doerr, Larned, Kan.; Geo. P. Wagner, Jasper, Ind.

The association voted an increase of the per capita tax levied against constitutent associations from 50 to 75 cents.

Regarding the recent reduction in price, many of the dealers felt that the reductions still left too great a spread between implement prices and the price of farm products to prove effective in improving the demand for implements. The hope was expressed that the manufacturers would be able to effect further economies so that prices could be placed on a basis that would wipe out any disparity.

It was felt that the future of both the manufacturer and the dealer depended upon the attitude of the farmer. The latter is determined that retail prices must be reduced to meet the price level of farm products. One speaker claimed that if all price reductions made in 1921 had been made in one cut early in the year greater volume of business might have resulted. Many concurred with this statement.

Some of the dealers stated that business had been of profitable volume, but the majority reported sales far below normal. The convention strongly denounced the excessive freight rates in vogue, while it was shown that dealers, as a whole, had taken their losses and reduced prices in keeping with wholesale reductions.

Many dealers considered that it would benefit the trade if prices were reduced to the lowest possible point and contracts made without privilege of cancellation or guaranty of price. One half of the delegates said they had lost money on their binder twine during the past season. The procedure of some of the leading manufacturers selling direct to groups or organizations of farmers was strongly criticized.

Discussion on Contracts

Reference was made to the failure of most of the manufacturers to make a distinction between dealers who do all the selling and experting of machines as compared with those dealers who look to the manufacturer for selling and experting assistance.

It was felt that the dealer who does his own selling and experting was entitled to better prices or a suitable discount from regular prices. The "Non-service" contract was submitted as a solution and was endorsed by the delegates. In connection with tractor trade it was held that quantity discounts should be discontinued and prices determined in accordance with the service rendered by the dealer.

Resolutions Passed

A strong resolution passed dealt with the position of the farmer and held that the purchasing power of the farmer must be increased either by the decline in value of all commodities essential to farm operations or by an increase in the market value of what the farmer produces. The dealers pledged themselves to everything they could do as a trade to help the farmer get back to normal conditions.

The organization favored the policy of dealers reducing their resale prices in anticipation of the falling markets. They warned the trade to buy equipment in harmony with prudent estimates of their needs and ability to pay.

A resolution voiced full cooperation with the various state organizations of the American Farm Bureau Federation, where such bodies do not endeavor to destroy the function of the dealer. Freight rates came in for strong condemnation, and the trade were asked to use their influence with members of congress in this connection.

The importance of the dealer being protected in a liberal territory so long as he renders proper service was endorsed, and dealers were urged to get satisfactory territorial lines before contracting. The Federation, by resolution, asked that Government officials cease the policy of charging the trade with keeping retail prices high when costs had been reduced. The protection of the trade means a distributing binder twine was demanded, and "one line" contracts were definitely opposed. The discontinuance of the "price-less" contract was appreciated, and it was hoped that the near future would show this type of contract applied to binder twine contracts. The committee on trade relations was asked to confer with the manufacturers on the following matters:

That discounts on repairs be allowed dealers who do not hold contracts, but who order repairs as a matter of service to customers. To secure the elimination of C. O. D. shipments on repairs to responsible dealers. To have manufacturers discontinue wrapping and insurance charges. The elimination or shipment of plain tag twine by reputable manufacturers in competition with their standard brands. To secure for contract dealers who stock repairs the regular discount on all repairs shipped direct to customers in their territories. To modify the plan of manufacturers who try verbally to hold the dealer to one line contracts. That manufacturers write in the contract every requirement asked of the dealer, and that salesmen be forbidden to demand verbal requirements.

Mutual insurance was fully endorsed by a resolution and the policy of holding group meetings in various sections of the territory. Hearty acknowledgments were accorded the trade press for its assistance to the trade.

U. S. Manufacturers Held Annual Convention

The National Implement and Vehicle Association of the United States held its twenty-eighth annual meeting in Chicago on October 12, 13, and 14. Nearly five hundred members of the organization attended.

The convention dealt with two main subjects—political and economic conditions, and ways and means to meet present business conditions. Finance, the condition of U. S. railroads, the purchasing power of the farmer, publicity and standardization were a few of the topics dealt with.

The election of officers for the ensuing year resulted as follows:

President, William Black, B. F. Avery & Sons, Louisville Ky.

Chairman of executive committee, J. B. Bartholomew, Avery Co., Peoria, Ill.

Members of executive committee, three-year term, J. B. Bartholomew, Avery Co., Peoria, Ill.; Geo. N. Peek, Moline Plow Co., Moline, Ill.; E. J. Gittens, J. I. Case Threshing Machine Co., Racine, Wis.; G. C. Weyland, J. I. Case Plow Works Co., Racine, Wis.

The name of the organization was changed to "The National Association of Farm Equipment Manufacturers." The president in his address commented on the efforts made by the association to place the importation of Can-

adian implements upon a reciprocal basis by placing a duty upon them equivalent to the Canadian import duties. Efforts are being made through the Senate to have this situation rectified.

The secretary outlined the additions to membership made in the past year, also the affiliation of members in special departments according to their lines. Figures on claims handled, amounts recovered, freight bills audited, etc., were given. J. B. Bartholomew maintained that only through their association could makers of farm equipment deal with the many problems incident to their business. They would get nowhere if they left it to the individual to deal with such matters as legislation, rail rates and rulings, dealers associations, problems of the readjustment period, etc.

The manager of the Power Farming Bureau explained the aims and objects of that organization, which is devoted to giving publicity to the power farming idea, to educate the farmer and dealer in the economy of power farming machinery.

Resolutions Passed

The resolutions passed dealt with high freight rates which were preventing the re-establishment of normal business conditions; taxation was dealt with in a lengthy resolution. A resolution on tariffs showed that the association favored the imposition of a reciprocal tariff upon importations from countries to fairly represent the rates charged in those countries upon goods exported by the United Statee.

The alteration of weights and measures to conform to the metric system was condemned. Other resolutions dealt with: The Dept. of Commerce, Foreign Government debts, Pending Legislation, Foreign Exchange, the Trade Press and Auxiliaries, etc.

British Society Hold Tractor Tests

The British International Tractor Trials, held under the auspices of the Society of Motor Manufacturers and Traders, were held near Shrewsbury, England, during September. Thirty-eight tractors participated in the trials, of which eleven makes were entered in duplicate. The continuous plowing test was entered by 27 machines, draft being recorded by the Watson dynamometer.

The tractors were put through a continuous plowing test, in which drawbar pull was recorded. Records were taken of plowing speed, depth of furrows, soil resistance, fuel and water consumption, acreage, etc. The maximum width of plowing was 12 inch; minimum depth 6 inches; maximum depth 9 inches. Belt horsepower tests were also taken, using a Heenan & Froude water brake dynamometer. Maximum brake horse-power was taken, also the brake horse-power the motor developed at a standard belt speed of 2,200 feet per minute.

In addition to the tractor trials there was an exhibition of power farming machinery, 26 implements being entered for the official test. Of the 38 tractors entered, 20 were American machines.

The "Implement & Machinery Review", London, gives a very complete report of the trials, covering the results of the various tests. The horse-power ratings of the tractors, as determined by the British Society of Motor Manufacturers & Traders, follow: Austin (kerosene), 27.39 h. p.; Austin (gasoline), 27.39 h. p.; Blackstone, 23.8 h. p.; Case (10-18), 20.4 h. p.; Case (15.27), 28.4 h. p.; Case (22.40), 45 h. p.; Cletrac, 22. h. p.; Fiat, 28.5 h. p.; Fordson, 20 h. p.; Glasgow, 27 h. p.; Hart Parr 30, 28.8 h. p.; Hart Parr 20, 17.8 h. p.; International Junior, 23.4 h. p.; Lauson, 27.84 h. p.; Parrett, 24.3 h. p.; Peterboro, 32.2 h. p.; Renault (wheel), 24.5 h. p.; Renault (track), 24.5 h. p.; Samson, 22.9 h. p.; Saunderson, 25.57 h. p.; Titan, 21.9 h. p.; Twin City, 31.6 h. p.; British Wallis, 25 h. p.; Avance, 13.4 h. p.; Fowler, 23 h. p.; Service 4.3 h. p.

The tables appended show the results of the drawbar tests, the belt tests and the results of the plowing tests. The American tractors shown were as follows:

Case, Cletrac, Fordson, Hart-Parr, International, Jr., Lauson, Parrett, Samson, Titan, Twin City and Wallis.

English Tractors: Austin, Blackstone, Fowler, Glasgow, Peterboro, Saunderson and Service.

The Fiat tractor is made in Italy; the Renault (wheel and crawler) France; the Avance in Sweden and the Simar in Switzerland. The latter is a small machine of the rotary tiller type for market garden cultivation. The crawler type tractors showed remarkable capacity in plowing, the adhesion being very effective. Although the trials were not directly competitive they gave interesting comparative results and the records obtained are of value to the tractor trade. The official report of the trials was issued on October 17th, and will be given in a later issue.

In relation to the figures given in the plowing tests as regards maximum and average pull, also depth, these are obtained from data furnished by the Watson dynamometer, a description of which follows. The fuel used, it must be remembered, is based on the Imperial gallon of 277¼ cubic inches. As regards the fuel used, in the plowing tests, one of the Austin tractors used gasoline, also the Lauson, the two Renault tractors and the Fowler, Service and Simar tractors. The Swedish "Avance," tractor used crude oil. All the other tractors operated on kerosene. The rules governing the trials allowed the entry of two machines of each type or make.

The "Implement and Machinery Review" states that the 1921 trials were a big advance over previous events of the kind held in England. The appearance of the Swedish tractor with a low-compression semi-Diesel crude oil engine, with hot-bulb ignition, will be of interest to tractor designers on this side of the Atlantic. The "Avance" tractor can run on palm oil or any crude oil. Our British contemporary indicated that some methods of conducing the tests could be improved—such as racing motors in the drawbar tests and operation under conditions of excessive strain. It is stated that a similar event will take place in the United Kingdom in 1922, probably in Scotland. The attendance was said to be very ordinary—about 2,000 spectators on the best day—in the five days of trial.

During the calendar year 1920, Canada imported farm machinery, not including tractors and engines, to the value of $25,259,-071. The duty collected in the importation of this volume was $1,901,259.

Results of British International Tractor Trials

BRAKE TESTS

TRACTOR	Brake H. P. Belt Speed 2200 Ft. per Minute	Maximum Brake H. P.
Austin (kerosene)	23.25	23.75
Austin (gasoline)	25.2	26.5
Blackstone	24.3	24.3
Case	10.5	14.5
Case	20.0	26.5
Cletrac	20.5	23.1
Fiat	26.2	27.5
Fordson	16.0	21.5
Glasgow	17.5	17.5
Hart-Parr	28.75	30.0
Hart-Parr	17.5	17.5
International Jr	21.5	22.5
Lauson	28.0	28.0
Parrett	22.3	24.9
Peterboro	24.0	25.0
Renault (wheel)	21.5	24.0
Renault (track)	18.0	19.2
Samson	15.5	15.5
Saunderson	22.0	23.5
Titan	27.0	27.0
Twin City	25.25	29.25
Wallis	25.0	29.5
Avance	11.5	11.5
Fowler	19.25	20.0
Simar		6.25

DRAW-BAR TESTS

TRACTOR	Pull to Skid Wheels (lb.)	Sustained Pull (lb.)	Speed in Feet per Minute	Draw-bar H. P.
Austin (kero.)	2000	1820	215	11.4
Austin (gaso.)	1920	1700	206	10.6
Blackstone	4060	3470	125	13.2
Case	2090	1710	161	8.4
Case	3660	2680	167	13.6
Case	5080	4080	152	18.8
Cletrac	2940	2650	225	18.0
Fiat	3500	3000	168	15.3
Fordson	1750	1385	175	7.35
Glasgow	2900	2450	166	12.3
Hart-Parr	2870	2445	225	16.7
Hart-Parr	1860	1580	175	8.4
International Jr	2200	1700	143	7.4
Lauson	3160	2400	141	10.3
Parrett	3480	3140	135	12.8
Peterboro	3950	3300	157	15.7
Renault (wheel)	2400	2040	150	9.3
Renault (track)	4840	3620	130	14.3
Samson	1820	1500	130	5.9
Saunderson	3080	1930	138	8.1
Titan	3430	2760	156	13.1
Twin City	3000	2470	175	13.1
Wallis	2750	2560	181	14.0
Avance	2700	2450	86	6.4
Fowler	2040	1690	124	6.4
Service	480	410	60	0.75

RESULTS OF PLOWING TESTS

TRACTOR	Maximum Pull	Average Pull	Depth	Acres an Hour	Fuel Used per Acre (Pints)
Austin	1980	1720	5⅞	0.49	24.0
Austin	2440	1920	5½	0.51	23.0
Blackstone	1200	1070	7½	0.62	15.7
Case	2060	1840	5¾	0.46	18.0
Case	1780	1370	7¼	0.82	19.8
Case	3240	2485	6	1.11	23.6
Cletrac	1900	1780	5¾	0.59	26.5
Fiat	2500	1650	7	0.69	15 3
Fordson	1320	1230	5½	0.58	23.5
Glasgow	1870	1630	6	0.54	18.8
Hart-Parr	2690	2240	7¾	0.81	33.0
Hart-Parr	1190	910	7	0.45	30.2
International Jr	2000	1320	5½	0.53	24.6
Lauson	1600	1210	5¼	0.74	25.7
Parrett	1880	1370	7	0.62	17 8
Peterboro	2680	1665	7	0.77	24 5
Renault (wheel)	1460	1010	7½	0.79	18 0
Renault (track)	3420	2740	5	0.64	17 6
Samson	1488	1072	5¾	0.42	24 4
Saunderson	1500	1030	7½	0.67	20.6
Titan	1700	1440	6½	0.68	25 5
Twin City	1645	1540	5¾	0.71	27 0
Wallis	1800	1200	6¾	0.78	19.0
Avance			6¼	0.37	26 2
Fowler			6	0.36	45 3
Service			6	0.12	12 9
Simar			4	0.19	25 6

In Draw-bar tests the pull was limited by the Tractor wheels skidding, or in other words, the limit of adhesion was reached.

Data obtained by Watson Dynamometer. Fuel consumption based on Imperial gallon—277¼ cub. in. The Case (3240 max. pull) and Renault (3420 max. pull) used two three-bottom plows. Comparisons can only be made on basis of draw-bar horse-power.

OilPull Retains
Fuel Economy Supremacy

AGAIN—this time at the Tractor Demonstrations at Fargo, North Dakota, last summer—an OilPull demonstrated its ability to do more work on less fuel.

In plowing tests the OilPull's record was only 2.3 gallons of cheap kerosene per acre. This was 30% less than the average fuel consumption of all tractors. It was 7% less than the average of the six best scores.

Thus the OilPull still retains the leadership in fuel economy which it has held for the past ten years. This record is due to the remarkable efficiency of Triple Heat Control.

Other OilPull Records

Besides holding the highest honors for fuel economy, the OilPull shows evidence of remarkably low repair expense. Actual annual figures are less than half the government's annual average.

Long life is another record established by the OilPull. The average is 10 years and more. These are features the farmer wants to buy for his tractor money. They are features that can be sold. Our prices are right. Write for details to nearest branch.

ADVANCE-RUMELY THRESHER COMPANY, Inc.
48 Abell St., Toronto, Ont.

"The Advance-Rumely line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, and farm trucks."

RUMELY OilPull TRACTOR LA PORTE IND.

ADVANCE-RUMELY

(H63)

The Watson Draw-Bar Dynamometer

The Watson dynamometer, as used at the British tractor trials, was designed by G. W. Watson, mechanical engineer. It weighs 60 lbs. and consists of a drawbar unit which is coupled between tractor and implement; a small case containing a dry battery and clock mechanism and a depth recording device which clamps to the frame of the implement.

The principal unit is the hydraulic cylinder and piston. The flanges on the ends of the cylinder are bolted to the main frame. The piston pin coupled to a lever and pivot and a rocking lever with adjustment holes are other features. A hardened steel ball is on the upper end of the rocking lever. When pull is applied at the lower end the ball presses on the piston, putting the oil in the cylinder under compression. The main cylinder connects with a smaller cylinder and piston which operates a stylus as is the case in a steam engine indicator.

The cylinder acts as a roller for paper, which travels in ratio to the speed of the dynamometer. A series of levers operates two other stylus points, one actuated by a spring plunger. A bell crank carries a small castor wheel which runs on the unplowed ground. As the shares sink, the plow frame sinks in proportion to the depth of plowing and the movement resulting actuates the stylus points so that they accurately register the variation in depth from ground level, showing the depth plowed in relation to pull exerted.

OBITUARY

Pete Arnot Killed In Accident

We regret to report the death by accident, on October 11th, of Peter Arnot, manager of the Advance-Rumely Thresher Co., Inc., Regina, Sask.

Accompanied by H. Mead. owner of the Royal George Hotel, Moose Jaw, the late Mr. Arnot was driving in a car near Chaplin when the bolt came out of the front spring, the wheel dropped and the car over-turned. Mr. Arnot was killed instantaneously, while Mr. Mead was slightly injured.

The Late P. Arnot.

Dealers throughout Saskatchewan will learn with sorrow of the passing of "Pete" Arnot, who was one of the best known and most respected men in the threshing machine and tractor trade in the Canadian West. Mr. Arnot left a wife, nine children and a widowed mother, to whom we extend the sincere sympathy of the farm machinery trade.

The late Mr. Arnot was born in Quebec city 47 years ago. He came west and started in the thresher business, entering the repair department of the American-Abell Thresher Co., Winnipeg, in 1902. He later took charge of this department. In 1909 he was transferred to Regina to take charge of the American-Abell branch in that city. He continued in this position until 1911 when the American-Abell organization was merged with the Rumely interests. In the beginning of 1912 Mr. Arnot was transferred to Saskatoon as manager of the Advance line. In October 1912 he returned to Regina as manager of the Advance-Rumely branch in that city, which position he held with conspicuous success until his recent untimely death.

On Thursday, Oct. 13, a short service was held at the late Mr. Arnot's home in Regina. The body was taken to Westminster church where the service was conducted by the Rev. Mr. Leach. A Masonic service followed and the remains were entrained for Winnipeg for interment. On Friday Oct. 14th, a service was held in Thomson's undertaking home, Winnipeg, which was attended by representatives of practically every thresher and tractor firm in Winnipeg, and by a host of friends of the deceased gentleman. The service was conducted by the Rev. W. A. MacLean, pastor of St. Giles Presbyterian church, to which Mr. Arnot formerly belonged. Burial was made in Elmwood Cemetery, the grave being covered with beautiful floral tokens from firms and personal friends.

A man who was loved and respected in home and fraternal circles, many close friends deplore the death of Pete Arnot. He was a member of the Regina Wholesale Implement Association, also of the Regina Board of Trade, the Masonic Order, Canadian Order of Foresters, the United Canadians and U. T. C. Association.

President of Waterloo Manfg. Co. Is Dead

On October 15th, Elias W. B. Snider, president of the Waterloo Manufacturing Co., Ltd. Waterloo, Ont., passed away at his home on Frederick St. after an illness of some two weeks. Mr. Snider who was in his 80th year, has been in declining health for some time, and the end was not unexpected. The deceased gentleman was one of the best known men in the thresher industry in Canada, one of the pioneer millers of Waterloo county, a successful manufacturer and for thirteen years the representative of North Waterloo in the legislature.

The late E. W. B. Snider was born at German Mills on June 19th, 1842. After a public school education he took up the milling trade under his father. In 1865 he took over the mills and in 1871 purchased the mills at St. Jacobs. He was a pioneer in the roller system of grinding flour, and his mills were among the most important in Ontario. In addition to his milling business he was interested in the production of farm machinery. He formed a partnership with L. Bricker and the company manufactured threshers until an amalgamation with the Merner Company took place, the firm incorporating as the Waterloo Manufacturing Co. He remained president of the company until his death and was also president of the Anthes Foundry Co., Toronto.

In June 1881 he was elected Liberal candidate in the legislature and was an active member until 1894. The late Mr. Snider took an important part in organizing the Ontario Municipal Hydro Association, and as early as 1902 predicted the immense development of hydro-electric power, which he lived to see take place. He was a member of the Hydro Power Commission for five years. He was married twice and is survived by his wife, six sons and four daughters. The funeral to St. Jacobs cemetery was attended by a host of personal friends and business acvuaintances.

Deere Prices to be Announced in Near Future

D. Drehmer, vice president of the John Deere Plow Co., Ltd., and manager at Winnipeg, accompanied by H. H. Kohlman, manager at Regina, and W. E. Underwood, manager at Calgary, returned from the head office at Moline, Ill., on October 29th. Mr. Drehmer states that they went fully into conditions and trade possibilities for 1922, and the western Canadian organization are now preparing price lists for 1922 business, which will be issued in the near future.

New Agency at Racine, Wis.

The firm of Smith, McCrory & Co., Inc., is a new advertising agency recently formed at Racine, Wis., and composed of Harold Smith, W. L. McCrory, B. J. Paulson, John J. Lawler, William Nevin, and Wm B. Phillips.

PUMPS
AND
Clothes Reels
Made in the best equipped factory in Canada.
We make and handle pumps for all kinds of work.
We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

EASTLAKE "RED BOTTOM"
(Design Registered—1921)
WATER TANK HEATER

Suitable for use with metal or wooden tanks.
The body is made from heavy gauge galvanized iron with cast iron top castings and grate.
Note the "RED BOTTOM" which overcomes possibilities of corrosion and rust and increases the life of every tank.
The most reasonably priced tank heater consistent with quality on the market.
Write for our TANK BOOKLET, price list and discounts.
The Metallic Roofing Co. of Canada Limited
797 Notre Dame Avenue Manufacturers Winnipeg

The De Laval Milker

200% Profit

The equivalent of a bushel of corn, worth from 30 to 40 cents, when fed to good cows will produce about three pounds of butter worth from $1.00 to $1.50—200% clear profit, as the manure, skim-milk and calf pay for the cost of care and housing. What line of farming will pay farmers better than this? None—and they know it.

Farmers who milk cows have a steady cash income; they have the money to buy needed equipment, and they are buying De Laval Separators and Milkers.

Therefore, follow the line of least resistance and sell the farmers who have money the equipment they need and want.

It may be the agency for the De Laval line—the easiest selling, most widely used, most popular and profitable of its kind—is open in your locality. If so get in touch with us and start doing business now.

Both save time and eliminate drudgery twice a day 365 days a year.

Both increase the quantity of the product.

Both improve the quality of the product.

Both are made by De Laval, the oldest largest and best-known manufacturers of their kind in the world.

The De Laval Separator

THE DE LAVAL COMPANY, Ltd.

MONTREAL PETERBORO WINNIPEG EDMONTON VANCOUVER

Sooner or later you will sell the

De Laval

With the Manufacturers

A recent report announces that Carriage Factories Ltd., Orillia, Ont., ended their financial year with a loss of $157,000.

The De Laval Co. Ltd., has under Dominion laws increased its capital from $1,000,000 to $2,-000,000. and has been registered accordingly in the various provinces.

The Canadian Garry Motor Trucks Corp. have chosen Fort William for the site of an assembling plant for Western Canada.

The Reo Motor Car Company is contemplating establishing a Canadian plant at Walkerville, Ont.

The Midwestern Tractor Wheel Co., of Detroit, manufacturing a patented tractor wheel with adjustable cleats, have purchased a site at Amherstburg, Ont., where they will erect a factory.

The Hart-Parr Company has recently added to their tractor line two stationary engine models, one a 20 horse power and the other a 30 horse power. These motors are the same two cylinder, horizontal, heavy duty, kerosene burning type as those used on the Hart-Parr "20" and "30" tractors, with certain refinements added. The clutch is of the band type, identical with that used on their tractors, making control of belt power easy and efficient.

On October 24 a fire caused $10,000 damage to the plant of the Bluebird Corporation washer manufacturers at Brantford, Ont.

Ontario is to have a new tractor industry, the Grills Tractor Corporation having decided to locate at St. Thomas. They will manufacture the Grills Tractor, a 12-20 horse power machine designed by Mr. McGarry, formerly on the engineering staff of the Massey-Harris Company.

Lundy Products, Limited, is the name of a company recently organized to manufacture the "Liberty" washing machine in Canada. The factory is located at Dunnville, Ont.

Lorne Tractors, Ltd., have located a factory at Chatham, Ont. A site has been secured and a shop is already in course of erection.

The Perfection Manufacturing Co., of Vankleek Hill, Ont., and Montreal, manufacturers of mechanical milkers, have closed up their Toronto office.

O. S. Stanley, formerly assistant service manager, in New York City, of the American Bosch Magneto Corporation, has become affiliated with the Eisemann Magneto Corporation as assistant sales manager.

The Dominion Steel Products Company, Limited, of Brantford, manufacturers of Dominion Light, the well-known Canadian electric lighting plant, recently held a convention of their Ontario dealers at their main office in Brantford.

The Universal Roller Ball Bearing Co. has been incorporated at Norfolk, Va., with a capital of $500,000 to manufacture roller and ball bearings.

Announcement is made by the P-T Wheel Co., of Dayton, Ohio, that all patents on P-T Wheels have been sold to the Taylor-Wharton Iron and Steel Co., of Philadelphia, Pa.

The Hoard Company, formed at Port Alberni, British Columbia, will manufacture silos of a new type. The product is eight-sided and no bolts or iron band are used in its construction, but the planks are dovetailed into each other.

The New Owatonna Mfg. Co. has started erection of a $200,000 factory at Winona, Minn.

The Empire Cream Separator Co., Bloomfield, N. J. and the West Bend Equipment Co., West Bend, Wis., have entered into an arrangement whereby the former will handle West Bend barn equipment in the United States.

For the year ended June 30, 1921, the American Seeding-Machine Co., Springfield, Ohio, shows, after providing for interest, taxes, depreciation and inventory reductions, a net loss of $259,226 as compared with net profits of $540,567 in the preceding year.

Windsor Machine & Tool Works, have been incorporated in Ontario with head office in Windsor, Ont., and capital of $500,000 to conduct business as toolmakers, brass founders, metal workers and manufacturers. They specialize in piston rings.

The organization of the Adanac Motor Corporation, Limited, Lachine, Quebec, is being completed. The company are securing a federal charter with an authorized capital of $50,000 Their first product will be a two-ton truck which is a patented device made to operate on a standard Ford chasis.

The Calumet Tractor Co., Calumet, Mich., has been organized for the manufacture of a tractor invented by Clayton Frederickson, Benton Harbor, Mich.

Lauson engines will hereafter be furnished in the following sizes: 2, 3½, 6, 8, 12, 14 and 18 horse. Along with this change in sizes a big reduction in price is announced.

The Savidge Tractor Co., Alton, Ill., has been recognized under the name Savidge Tractor Mfg. Co. The capital stock has been increased from $130,000 to $500,00.

The Scintilla Magneto Co., 225 W. 57th St., New York City, is introducing to the automotive trade in America the Scintilla magneto made at Soleure, Switzerland. Models suitable for one, two, four, six and eight-cylinder engines are offered.

The Simplex Grain Grader Company, has been incorporated at Minneapolis, with a capital stock of $500,000. The incorporators are C. R. Lauritzen, Philip J. Riordan and John C. Sweet.

The Collins Plow Co., Quincy, Ill., has announced its third reduction of the year a 25 to 35% cut on tillage implements, hay presses, farm wagons, farm trucks and bodies for motor trucks.

The Oshkosh Tractor Co., Oshkosh, Wis., which was organized some time ago with $1,500,-000 capital to take over the entire business of the La Crosse Tractor Co. of La Crosse, Wis., is making good progress in the construction of its new factory in Oshkosh.

The Sisal Products Corporation, with legal headquarters at Dover, Del., was recently incorporated under the laws of the State of Delaware with a capital stock of $10,000,000.

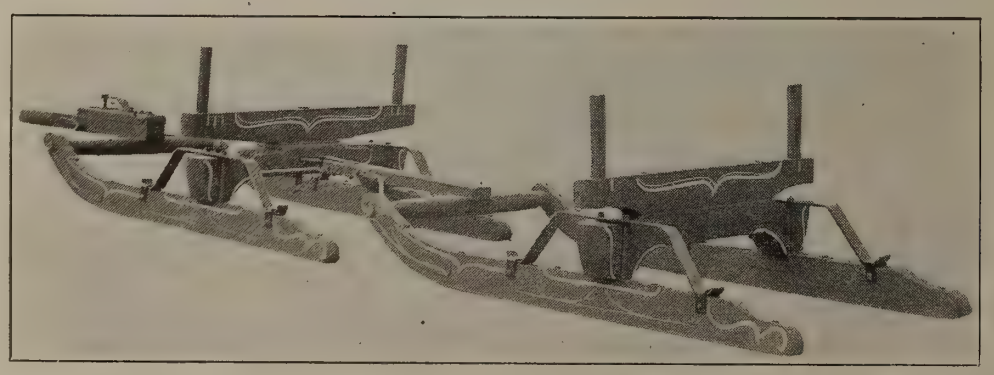
P. E. Ebrenz, of the Reliance Buggy Co. of St. Louis, was elected president of the Carriage Builders' National Association at the meeting held in Cincinnati recently.

The plant of the Monarch Tractor Co., at Watertown, Wis., which has been operating on a small scale since financial difficulties overtook the company and its parent, General Tractors, Inc., will enlarge its schedules, now that the property has been acquired by E. B. Cadwell, of New York.

The business of F. E. Myers & Bro., Ashland, O., conducted for many years under a co-partnership consisting of Frank E. and Philip A. Myers, has been incorporated under the name of F. E. Myers & Bro. Co., with a capital stock of $6,000,000.

The Haynes Tractor Co. has been incorporated at Indianapolis with a capital of $2,000,000, to manufacture the Haynes tractor, a machine combining the features of the Holton and Powell tractors. The Haynes tractor will be produced at Kokomo, Ind.

Woodstock Sleighs Give Value and Service



Woodstock Sleighs are the quality results of long experience in sleigh building. Only the best materials are used. All wood parts are heavy enough to insure good carrying capacity. They offer your customers maximum sleigh value at a reasonable price. For full particulars and sales proposition, address our

Western Representatives:

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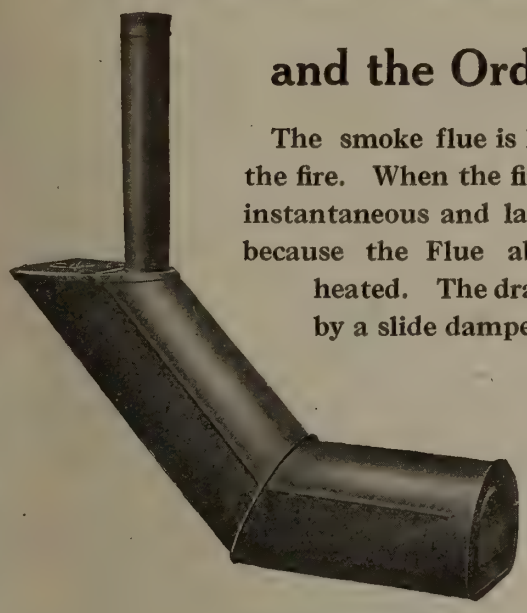
312 17th Ave. West, Calgary

Woodstock Wagon & Mfg. Co., Ltd. Woodstock, Ont.

RETURN FLUE

Spells the Difference Between This PERFECTED TANK HEATER



and the Ordinary Make

The smoke flue is located directly over the fire. When the fire is kindled a strong instantaneous and lasting draft is created because the Flue above is immediately heated. The draft is easily controlled by a slide damper in the fuel door.

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Write Today for Full Particulars

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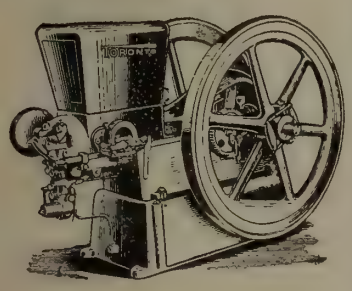
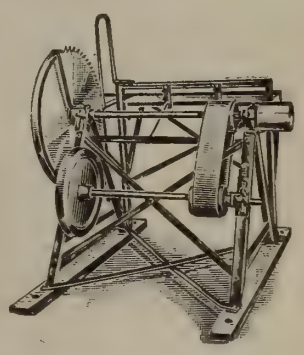
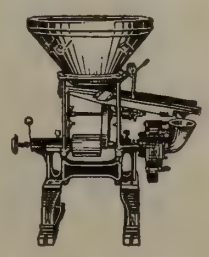
ENGINES, SAWS AND GRINDERS



YOU can make good profits *right now* selling Toronto Engines, Grinders and Saws. Every progressive farmer is a prospect for these efficient machines which pay for themselves in the labor and time saving they effect. Every farmer can make profitable use of a Toronto Engine in pumping water, operating the saw, grinder and churn, mixing cement, filling silo and numerous other chores. Every farmer will readily see the advantages of having a Toronto Grinder on his farm—of having efficient grinding service right at home. Every farmer can make good use of a Toronto Saw, in quickly turning waste wood about the farm into coal-saving fuel.



To "Toronto" dealers we say: Push these items of Toronto Labor-Saving Equipment strongly. Canvass your prospects thoroughly and see how many profitable sales you will make. To those



who are not enjoying the benefits of selling the extensive "Toronto" line we say: Learn our special dealer proposition without delay. A postcard will bring full particulars.

Ontario Wind Engine & Pump Co. (Western Branch) Limited

Winnipeg, Regina, Calgary. Eastern Offices: *Toronto and Montreal.*

Alberta Implement Dealers Form Retail Association

A meeting of implement dealers doing business in Alberta was held at 210 9th Ave. East,, Calgary, on October 20th with the purpose in view of forming an organization to embody the retail trade in the province. As a preparatory step the problems being met with by the trade were gone into, and it was decided that the only solution for the Alberta dealers was to combine in a trade organization. It was decided to form an organization known as "The Alberta Retail Implement Dealers' Association."

Temporary officers for the Association were elected as follows:

President, James Rennie, Chinook; Vice-President, Frank Murray, Claresholm; Secy-Treasurer, W. M. Jamieson, 210 9th Ave. East Calgary; directors: Robert Wilkinson, Blackie; D. O. Fredrickson, Castor and D. R. Morgan, Ponoka.

Preparations for this inaugural meeting were made by Mr. Jamieson, who states that he finds the trade all over the province anxious to unite as a means of securing better business conditions.

Meeting To Be Held November 16th

The secretary of the Association advises us that an organization meeting will be held at 210 9th Ave. East Calgary, on Wednesday, November 16th, business to commence at 3 p. m. The dealers who have to date affiliated with the new body especially request every retail implement man in the province who can possibly attend to be present so that permanent officers may be elected, articles of constitution drafted, organization work arranged, etc. Every dealer will be heartily welcomed. A full representation of the trade, and the co-operation of dealers all over Alberta will it is hoped, assure the formation of an association which should be of great benefit to dealers in connection with their business.

The Association want to have the views, suggestions and assistance of every dealer. The temporary officers are organizing their respective railway lines for fifty miles on either side of their towns. Personal effort by the trade it is anticipated will soon assure that the majority of the implement dealers in Alberta will affiliate with the Association.

Every dealer in the province is especially invited to attend the meeting on November 16th, so that the new body may rapidly get down to business. Full information may be had from the secretary, W. M. Jamieson, 210 9th Ave East, Calgary.

Cockshutt Plow Co. Took Large Loss in Inventory

A report from Montreal comments on the financial statement of the Cockshutt Plow Co., Brantford, Ont., for the year ended June 30 last. The statement shows profits for 1921 of $624,922 as against $660,921 in 1920. The previous balance for 1920 was $399,388, and in 1921 is $575,434, making a total for the last business year of $1,199,726. In 1921 the inventory loss, as shown, was $689,365.

This large sum written off the inventories of the company as applied to stock and finished goods, was slightly more than the company were able to make in net earnings. Preferred dividends for 1921 were $258,600 and the balance carried over $251,761. This balance is less than half that of the previous fiscal year.

Even after the drastic write off shown, the company added heavily to its indebtedness during the year. Farmers have evidently been unable to pay up for the machinery they have been buying, for the company's accounts receivable have jumped to nearly $5,000,000. The company was expecting a prosperous year, which turned out instead to be one of falling markets and restricted buying.

In his report to shareholders, President Cockshutt says in part: "Notwithstanding that sales of all makes of farm implements were considerably curtailed, largely due to price reductions of farm products, the business of the year was as good as could reasonably be expected. Your directors feel satisfied that as soon as the readjustment period in business has been accomplished, your company will be in a very advantageous position to take care of the increased business anticipated."

Turner Announces New Engine Catalog

The Turner Mfg. Co., Port Washington, Wis., announce to the trade a new catalog, showing their complete line of gas engines, which they will be glad to send, free of charge, to all interested dealers. They also announce a new and attractive price on 6 H. P. engines which should be of special interest to dealers at this season of the year.

Western Steel Products Issue New Prices

About a month ago Western Steel Products, Ltd., Winnipeg, announced new prices on their line of sheet metal goods, including corrugated iron, shingles, metal siding and shingles, etc. The comparison of prices with those in force a year ago are of interest. Corrugated iron has dropped from $12.00 to $8.00; "Winnipeg" shingles from $13.50 to $10.50; metal siding from $11.75 to $9.00 and metal ceilings from $9.00 to $7.00. The new prices of the company wll be sent interested dealers on request.

Western Steel Products report a good demand for their Return Flue Tank Heater, a line that should be of interest to the trade. In this heater the smoke flue is located directly over the fire. When a fire is kindled a strong and instantaneous draft is created because the flue above is immediately heated. The draft is controlled by a damper in fuel door. There are no castings in this tank heater, and no rivets. All seams are gas welded, so the heater is made in one piece and is practically indestructible.

Vessot Feed Grinders

Assure Profitable Business

Look for the "S. V." Mark — *the Sign of Quality* — on Genuine Vessot plates. A grinder is only as durable and efficient as its plates, and Vessot plates have never been equalled for grind and wear. Vessot grinders excel for strength, light draft and good work. Handle them this season.

TRADE MARK S.V. REG.

Six sizes for farm work; three sizes for mill work; 6½ to 15" plates. Capacities:-5 to 130 bus. per hour. Sole Manufacturers;
S. VESSOT & CO. JOLIETTE, QUE.

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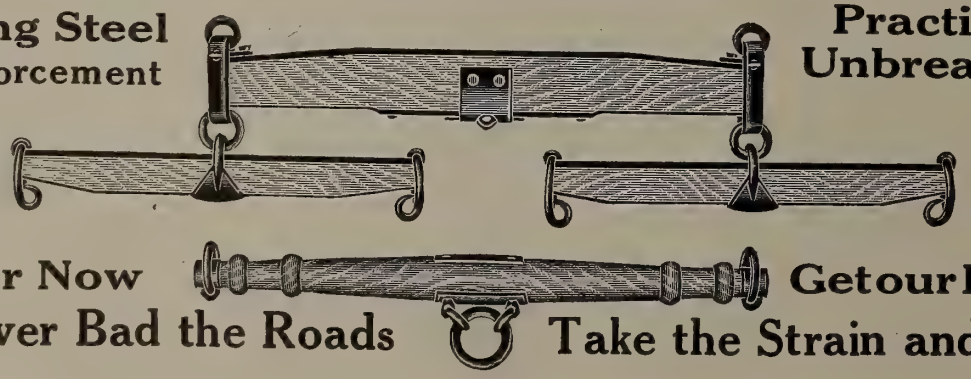
"SAMSON" EVENER SETS FOR HEAVY HAULAGE

Strong Steel Reinforcement

Practically Unbreakable



Order Now However Bad the Roads

Get our Prices Take the Strain and Load

Gregg 4 or 5 Horse Plow Eveners

For gang, sulky and disc plow use. Assure perfect distribution of draft. Adaptable to any plow. Get details and prices on this line.

These Two-Horse Set are made of extra heavy woods. Reinforced by ¼x1 steel plates on singletrees; ¼x1¾ on eveners. Made in two sizes, with straight-back eveners, 2x4x48 or 2x5x48. Weight, No. 6 set, 52 lbs.; No. 7 set, 60 lbs. Attractive prices on request.

We manufacture a full line of Eveners, Neckyokes, Singletrees and Doubletrees for implement, wagon and sleigh use. When you order, ask your Jobber for Gregg Goods.

Gregg Manufacturing Company, Ltd.
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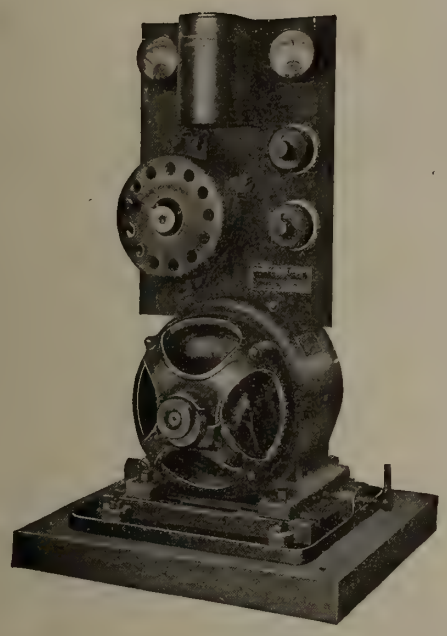

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A Complete Line of Electric Farm Plants and Accessories

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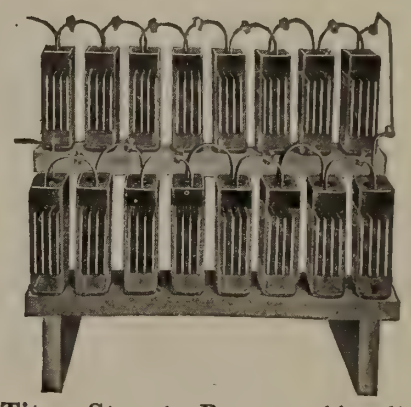
This line will make you the Electrical Headquarters of your district.



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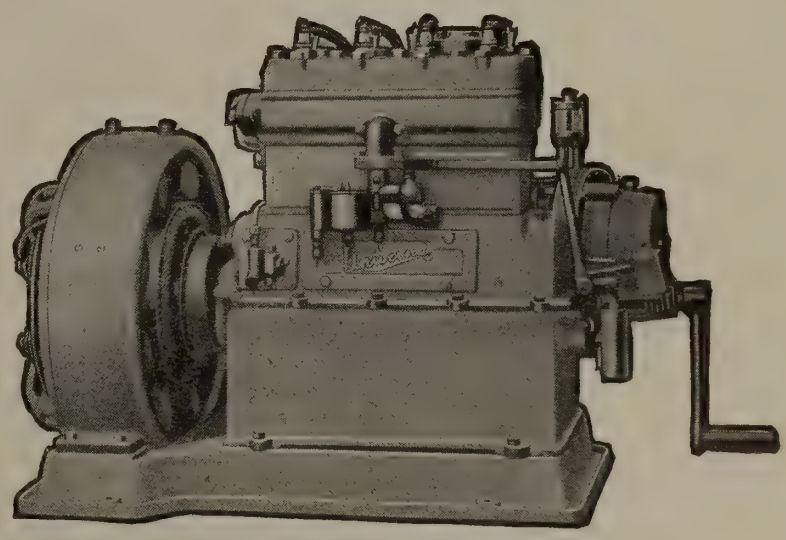

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Why Not Amalgamate Wholesale Associations?

It will be admitted that the purchasing power of the farmer is below normal because of the change in the relative values of the products he sells compared with those he buys. The diminished demand for tractors and power farming equipment, in fact for all farm implements, has been due to this economic condition, also, in part, to a resentment against prices on the part of farmers.

Now price adjustments have been made and the manufacturer and wholesaler have done what they can to stimulate a resumption of buying through reductions. But beyond this the wholesalers and manufacturers of farm equipment in the Canadian West should have some means of associating to consider ways and means to stimulate trade in the year ahead.

It is safe to say that farmers' organizations will be popular because of the low price for farm products, political conditions, etc. Hard times make strong brotherhoods—and the wholesale implement trade should consider that fact.

In Western Canada, in practically every distributing centre, there are wholesale implement associations. While an excellent means of dealing with individual problems in a given territory, these associations do not function as a massed body so as to solve trade problems for the West as a whole. In the United States the implement manufacturers and wholesalers have a central organization, with a division devoted to tractor, thresher and power farming equipment business. In Western Canada the demand for this type of machinery has been greatly reduced owing to conditions. It should be of the utmost importance that representatives of firms handling threshers, tractors and power farming machinery should co-operate to form a wholesale association or federation of wholesale bodies representative of the West as a whole.

Should it be in the best interests of the farm equipment business, such a federation could comprise factory branches and wholesale houses selling general implements as well as tractors and threshers. Two divisions could be inaugurated. The point is that in view of conditions it would benefit every side of the business if the different units — distributors, wholesalers, jobbers and manfacturers' branch houses—were united as a central body, instead of as four or five wholesale associations, with little, or no contact.

In regard to power farming equipment such an organization could do much to stimulate trade by educative work. The economy of tractors and power farming machinery could be covered by bulletins in the farm press; comparative costs of horse and tractor operation could be shown. Means could be devised to "put over" the power farming idea. If necessary a demonstration to secure comparative cost data. from tests of tractor and horse tillage could be staged in 1922.

Such an associated body covering the distributing side of the business could function in many ways to improve business and to stimulate demand. Necessarily meetings of representatives from the various trade centres would have to be held, and such meetings would do much to solve the problems which will be met in the year ahead. It is evident that it will require exceptional effort to secure volume in 1922 and amalgamation of the existing wholesale associations would benefit every firm in the business. The means taken to stimulate trade would be appreciated by all retail dealers. If the majority of wholesalers in other lines cooperate in order to meet common problems, why should not wholesalers in the tractor, power farming machinery and implement business follow a similar policy?

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS, VEHICLES, ENGINES, AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG. WINNIPEG, CANADA

Eastern Canadian Offices:- J. B. Rathbone, 95 King St. E. Toronto; 317 Transportation Bldg., Montreal.

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Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

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Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, NOVEMBER, 1921

Handling Automobiles

The automobile on the average farm does not increase the production of farm products, and certainly does not decrease the expense of farm operation, but it does go a long way toward making life on the farm more pleasant and attractive. We must recognize the fact that there are new competitors for the farmer's dollars, and more of these dollars are going to buy the comforts and pleasures of life than before. The automobile man and the implement dealer cannot get the same dollar, unless, as is often the case to-day, the implement dealer handles cars in addition to his farm machinery business.

Giving Tractor Service

Let service mean helping the farmer use his tractor. Start by showing him how to operate and maintain his tractor; sell him, or help him select the implements needed for best results for work on his farm; visit him occasionally to see how things are going; "double time" to him when he calls for help; have the parts and equipment and help to fix breakdowns instead of "being sorry we are out"; be on the job. These are the methods used by dealers who get ahead. If you doubt it, ask such a dealer's competitors.

Percentage as Applied to Reductions

In selling the farmer in the months ahead, the dealer will have to deal with the matter of percentage as applied to the advance and decrease in implement values. Let every dealer get this matter of percentage on a downward price straight. This is most important, otherwise the farmer will consider that implements are still a greater percentage above the 1914 price than they actually are. **Always recollect that a 50 per cent. fall cancels a 100 per cent. rise.** Take a few figures as an example:

A machine costing $100 rose 50 per cent., to $150. Then it is reduced 50 per cent. The farmer says; "Well, it is only back to $100." It is not. It is 50 per cent. lower, one half of $150, or $75. Let us try another illustration:

A machine priced at $200 advanced 40 per cent., to $280. It is reduced 20 per cent. That means 20 per cent of $280, not of $200. The reduction would then be $56, making the present price $224. If calculated on the wrong basis, the reduced price would be $240, a vital matter in making a price comparison to the farmer.

Another machine, as an example, at a pre-war price of $175 rose 70 per cent. in price. This represents $122.50, or a "peak" price of $297.50. Taking two reductions of 20 and 15 per cent. on this price, the 35 per cent. drop totals $95.20 making the latest price $202.30. If this had been a **drop of a straight 35** per cent. instead of 20 and 15%, the price would have been reduced by $103.12 instead of $95.20.

Another example—An implement priced at $125.00 advanced 30 per cent., making its selling price $162.50. It was then reduced 15 per cent ($24.37), making its price $138.13. If the 15 per cent had been calculated from the original price instead of from the advanced price, the price would be $143.75 which would be incorrect. Such simple arithmetic in the matter of computing when percentages advance or fall has a marked effect upon the price of the goods when reductions are in effect, and sales talk is based upon such figures.

The Future Demand for Implements

With the new prices issued for farm machinery by the leading producers, the trade to-day should be preparing for the development of a demand for their goods. It is

contended to some extent that the farmer will not buy no matter what the price. This argument is frutile. Where the manufacturer, and the dealer, seem to have failed is in the neglect of the most important factor in selline goods to-day—to sell the farmer on the fact that the prices for implements are fair.

In every line, drygoods, shoes, foodstuffs, etc., distributors have been consistently keeping before the dealer, and the public, reasons why prices are what they are, reasons why it is wise to buy now and not later. In 1921 the farmer only bought what he absolutely could not do without. He repaired and used make-shifts; he borrowed. There are thousands of such machines that are now past repair. There is equipment that must be replaced for 1921 work. There will be a replacement demand—that is sales forced through necessity, but there will also be a demand due to the lower prices in vogue.

Farmers who were waiting for lower prices will be on the market for machines they put off buying during the past two or three years. They will be prospects, and the dealer will be wise to sell the farmer on the basis of price. To-day prices as a whole only average about 25 per cent. higher than in 1914, and it is up to the trade to educate the farmer to the fact that present prices are reasonable as compared with present prices of any other commodities he may buy. Price comparison and education on the futility of using worn-out and inefficient machines will do much to stimulate 1922 demand.

Business Changes—Personal Items

Parker & Dodd, auto and tractor repair men at McCreary, are succeeded by Parker & Bauer.

Partnership is dissolved in connection with Guilbaults Garage and Motor Co., St. Boniface.

D. Steel is the name of a new implement dealer who is carrying on business at Lipton.

Partnership is dissolved in the Pepper Auto Repair and Machine Shop, at Banff.

F. M. Courtney, farm machinery dealer at Calgary, has sold out to O. W. Haig.

E. A. Bergert, automobile dealer at Castor, suffered loss through robbery last month.

Nelson Ford has commenced in the automobile business at Cochrane.

Western Canada Tires Ltd., has been incorporated at Edmonton.

J. S. Findlay, harness dealer, has discontinued his business at Shoal Lake.

Cragg & Lambert have discontinued their automobile business at Waldron.

Earl Brett has sold out his automobile business at Bassano to H. F. Richart.

M. A. Talbot, auto accessory and tire dealer at Didsbury, has sold out to H. R. Aikenhead.

The automobile business formerly carried on at Wapella by Kidd & Clements has been taken over by Dalzell & Hillcox.

John Venus has sold out his automobile and farm equipment business at Didsbury, and has moved to Penticton, B. C.

Partnership is dissolved in connection with the agency business of Cook, Boyd & Ruggles, Regina. G. Cook leaves the company.

C. J. Thornton has closed his automobile business at Carberry.

R. J. Dumond is the name of a new dealer at Clair.

H. Noel has discontinued his harness business at Gravelbourg.

Oscar Mangsoll has closed his automobile business at Innisfail.

Edgar Terry has commenced in business at Magrath.

Peter Prefontaine has closed his garage at Salmon Arm.

Turney & Vickary, machine men at Hamiota, have dissolved partnership.

A change in ownership is reported in connection with the Oak River Garage, Oak River.

Partnership is registered in connection with the St. James Garage, Winnipeg.

Mrs. Kalmokoff suffered fire loss in her automobile business at Canora recently.

The Spalding Electrical Works has opened for business at Calgary.

The St. Norbert Garage and Motor Co. sustained a fire loss during the last week in October.

Thos. Pierce has started a garage business on Langside St., Winnipeg.

A change of ownership is reported in connection with Peters Garage, at Ashcroft, B. C.

Dilling & Gill, harness dealers at Eden, have dissolved partnership. E. J. Dilling is now sole proprietor.

E. W. Kleekner has bought out the automobile business at Chaplin, formerly owned by D. B. Lockwood.

McDonald and Thompson, auto accessory dealers at South Port Mann, B. C., have sold out to S. O. Smith.

J. H. Kemp, auto dealer at Olds, has sold out to Curle & Staples.

The Wadena Vulcanizing Co. has changed hands.

S. H. Collings has opened in the harness business at Tyvan.

The Coombs Tire Vulcanizing Co. has started at Humboldt.

H. H. Boehr has closed his auto concern at Dalmeny.

J. J. Margolin has discontinued his auto business at Hafford.

John Smith has sold out his harness stock at Southey.

The Canada West Electric Co., Regina, have increased their capital stock to $150,000.

J. E. Taylor succeeds W. R. Tremaine in an automobile business at Minnedosa.

Robinson & Co. are reported to be re-commencing in the implement business at Hatton.

W. J. H. Parr is a new dealer handling implements and automobiles at Kipling.

W. J. Clemens, harness dealer at Qu'Appelle, has discontinued business in that town.

Jones & Myers, auto dealers at Vantage, have dissolved partnership.

The Canadian Oil Companies Ltd. have opened a branch house at Yorkton. Their full line will be handled.

S. C. Scott has started in the auto accessory business at Okotoks.

McFarlane & Jesberger have commenced in the automobile business at Vulcan.

The Sutherland Garage and Machine Shop has opened at Kelowna.

Minty & Hall, battery experts, have started in business at Victoria.

R. M. Moore and Co., Vancouver, dealers in gas lighting supplies, have assigned to J. H. Young.

Kerney & Bradley, auto dealers at Loreburn, have dissolved. I. L. Kerney continues the business.

In a recent fire at Eriksdale, Olaf Hallson, implement dealer and S. Holmes, harness dealer, suffered considerable loss.

A report states that L. G. Wilkinson & Co., implement dealers at Dysart, are succeeded by Athey & Cassidy.

A recent report states that The Magee & Thompson Co., implement dealers at Wolseley, have sold out to S. Simonson.

Western Implements Ltd., have been incorporated at Winnipeg by H. Brown, E. W. Elson, R. F. McMillan and others. The company will manufacture and deal in farm implements and machinery. Capital is given as $500,000.

W. T. Bush has been appointed director of sales for the Gray-Dort Motors, Chatham, Ont.

F. A. Bergwell and A. Bergwell have formed partnership in an automobile business at Erickson.

A. M. Clynick, manager of the Woodstock Wagon & Manfg. Co., Woodstock, Ont., spent a few days in Winnipeg last month.

M. S. Clarke, special plow salesman for the Canadian Oliver Chilled Plow Co., Regina, recently spent a few days in Winnipeg.

L. E. Glover, manager of the Regina branch of the Samson Tractor Co. of Canada, spent a few days in Winnipeg during the last week in October.

R. Gray president, and J. A. Byers, secretary of the Gray Dort Motor Co., Chatham, Ont., recently completed a trip throughout the Western Provinces.

Roy Gleason who has been connected for some time with the harvester works of the International Harvester Co. at Hamilton, Ont., has been appointed superintendent of the plant.

P. F. Harrington, manager of the Canadian Oliver Chilled Plow Co., Regina, recently returned from a visit to the head office at South Bend, Ind.

During the third week in October, Esther, eldest daughter of I. J. Haug, manager of the Canadian Avery Co., Winnipeg, was married to Chas. W. Jackson, of Winnipeg.

Neil Dow, assistant manager of the De Laval Company, Winnipeg, and W. N. Robinson, manager of Robinson-Alamo, Ltd. spent a few days at the National Dairy Show, held at St. Paul, Minn.

Frank M. Morton has been appointed general superintendent of the International Harvester Co. of Canada, with supervision over both the harvester and plow works at Hamilton. Mr. Morton succeeds F. J. Gernandt, who has resigned.

I. L. Calkins vice president and general manager of the Electric Wheel Co., Quincy, Ill., reiently paid a visit to west Canadian territory to go into business conditions with the distributers for Allwork tractors in this territory.

L. H. Jenns, sales manager of the Empire Cream Separator Co., Bloomfield, N. J., paid a visit to Winnipeg recently. Mr. Jenns was at the National Dairy Show, St. Paul, and states that a remarkable display of dairy equipment was exhibited.

Owing to an erroneous report by a commercial agency, it was stated in our last issue that Clegg & Lowrie, dealers at Brookdale,

had dissolved partnership. J. P. Lawrie, advises us that this is incorrect and that the firm are carrying on as in the past.

H. Becker has opened a harness store at MacGregor.

John A. Black is a new harness dealer at Whitewood.

The Yorkton Machine Works sustained fire loss lately.

Roy Taylor has started an automobile business at Readlyn.

Scott's Garage has started at Okotoks.

Monteith & Morton are new dealers at Enderby, B. C.

The Eternal Battery Co. of Canada, Winnipeg, has gone out of business.

A. A. Johnston has taken a partner into his auto business at Cypress River.

The Universal Auto Signal Co. has been incorporated at Winnipeg.

E. B. Sheldon a dealer at Milestone, has sold out to A. J. Sankey.

McFarlane & Jesberger auto dealer at Vulcan, are succeeded by McFarlane & Robinson.

C. A. Lister, general manager of the R. A. Lister Co., Dursley, England, spent a few days at the Winnipeg branch of the company early in the month. Mr. Lister will sail for England about the middle of the month.

The Modern Pioneer Uses a Tractor

Years ago the hardy and ambitious pioneers made their tedious way across the prairies to take up homesteads, with plodding teams of horses and oxen, hitched to the old "prairie schooner." We picture herewith a modern "prairie schooner" as embodied by a Case 10-18 Tractor and "Flivver."

The "Prairie Schooner" of today is Tractorized.

The picture iliustrates a Case 10-18 tractor purchased in the spring of 1919 by Evan P. Gheen at Weiser, Idaho. It was snapped at that place just as Evan was about to set out for a 140 mile jaunt overland to the Jordan Valley, Oregon. The load pulled was four tons and included part of a farming outfit, gasoline, camp outfit and the ubiquitous "Lizzie" drawing up the rear.

When Evan reached his new location, he put in a grain crop of 120 acres, using tractor power exclusively, and using only the gas that he had hauled with him. That same summer he double railed 160 acres and in the fall threshed about 10,000 bushels of grain in the valley through a 28 inch Case thresher. Since that time he has used the tractor for various kinds of work required on a ranch, and it has always given very excellent service.

You will observe that the tractor was equipped with a headlight to permit night traveling, also that the drive wheels are equipped with a set of extension rims, equipped with spade lugs to provide better traction on the soft roads. You will also see the position of the nose bag for the iron horse, that is the fuel tank strapped on the foot board of the farm wagon.

Hart-Parr Company Adjusts Prices

Effective November 1st, the Hart-Parr Company, Charles City, Iowa, announced a substantial reduction in the price of both models of their tractors.

The price of the Hart-Parr "30" which for the past year has retailed at $1595., f. o. b. factory, is now listed at $1295., cash f. o. b. factory. The Hart-Parr "20", which was reduced June 1st, from $1195, to $995, cash, is now listed at $945, cash f. o. b. factory. These prices are absolutely the lowest at which Hart-Parr tractors have ever been sold.

During the war period, when prices on everything were shooting sky-high, Hart-Parr Company held their prices steady. A little over a year ago, when they could no longer do this, they increased the price of the "30" to $1595., an increase of about 14%. The new price of the "30" has not only reduced it to the prewar price, but practically one hundred dollars below the pre-war price.

The officials of the company report a steady movement of tractors in the field during the past few weeks, which has practically cleaned up their entire stock of manufactured tractors.

The National Tractor Show

Plans for the U. S. National Tractor and Power Farming Show which will be held at Minneapolis and St. Paul, February 6th to 11th, 1922, were gone over at a meeting of the National Committe held in Chicago October 18th.

Of chief importance was the decision to broaden the scope of the show to the greatest possible degree in order that it might cover every phase of power farming. To this end manufacturers of all power farm equipment will be invited to exhibit and take part in the show. This action makes it possible for the manufacturers of such small power machines as cream separators, milking machines, power washers, feed grinders, etc., to exhibit their products.

The committee also decided to make an admission charge of 50 cents, but will issue complimentary admission tickets and passes to exhibitors.

Arrangements are being perfected for the educational work which will include a tractor short course. All this work will be conducted under the auspices of the Agricultural College of the University of Minnesota with the help of the American Society of Agricultural Engineers, and the Society of Automotive Engineers. Applications for space at the show are being made in satisfactory number. The officers of the show are now located at 1019 Lumber Exchange, Minneapolis, Minn., and all communications relative to the show should be sent to that address.

New Company Will Manufacture Road Machinery

The Austin Machinery Corporation, Chicago, a concern with branches all over the United States, announces that the Canadian Austin Machinery Limited has been incorporated at Woodstock, Ont., and will in future act as sole manufacturers and distributors in Canada of the complete Austin line of earth-moving and concrete mixing equipment.

The Austin line comprises road machinery of all types in all sizes, and suitable for road making and road maintenance and reclamation, also excavation and irrigation. The president of the Canadian organization is B. A. Linderman and vice-president is John Ross Shaw.

The Empire Cream Separator Co.

has pleasure in **announcing** the appointment of

Ontario Wind Engine & Pump Co. Ltd.

as Sole Agents for Canada (except British Columbia) for the famous

Empire Cream Separator

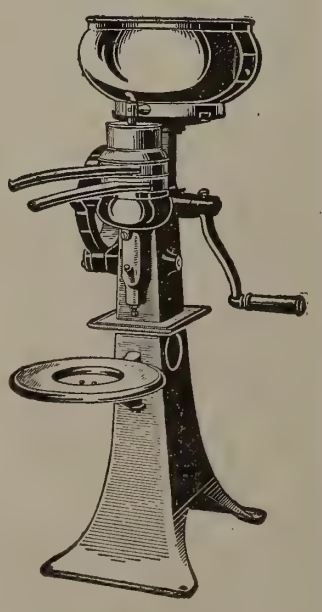
The Separator with the Million Dollar Bowl

As this Separator has been incorporated in their well-known TORONTO Line of Farm Equipment, the new name of this machine will be the

EMPIRE

ONTARIO WIND ENGINE & PUMP CO LIMITED

TORONTO



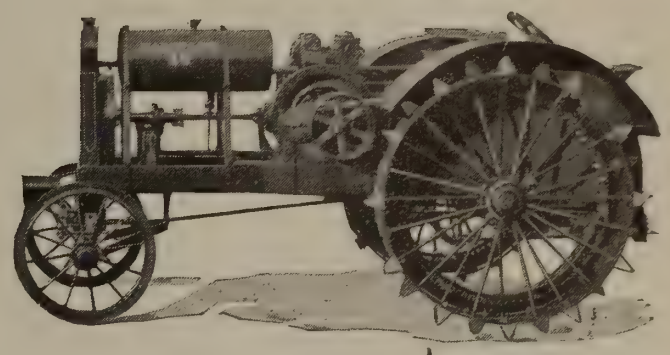
The Empire Toronto (absolutely the same machine as the Empire) offers you *every* selling advantage. For skimming efficiency, simplicity and durability, it is the utmost in separator manufacture. It completely fills every farmer's need. It ensures you more sales and quicker turnover. Sizes from 135 lbs to 1,000 lbs. Be the first in your community to secure this profitable agency. Write us for particulars today.

Ontario Wind Engine & Pump Co., Ltd., Atlantic Ave., Toronto.

Montreal Winnipeg Regina Calgary

A new contract and *new prices - - -*

Hart-Parr "30"
and
Hart-Parr "20"



Back to pre-war prices---

OUR new dealer contract is a more liberal contract than we ever offered before. This is "going some" too.

There is not another tractor that develops as much power as the Hart-Parr "30" at its price.

Hart-Parr dealers will be able to get all the Hart-Parr "20's" they want from now on, and they will want a lot of them. Put this new "20" up against anything on the market with a similar power rating and your customer is sold. Unquestionably, it is in a class by itself among light tractors.

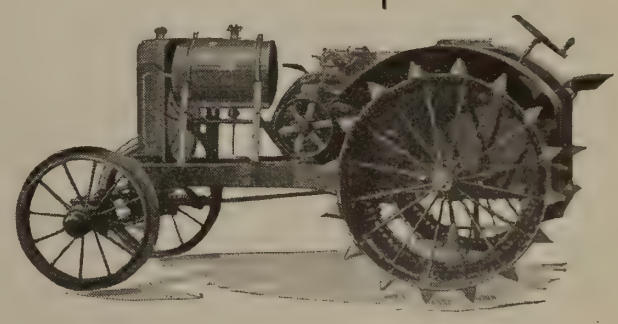
The Hart-Parr dealer will have every reason the coming year to lead in tractor sales in his community. He will have every opportunity to make 1922 a winner.

It means something, gentlemen, to have back of you a company with twenty years of experience in building and marketing Tractors, about twice as long as any other tractor company. We have learned what the farmer needs, and what the dealer needs to make the tractor business a success.

We can show you Hart-Parr dealers who sold from 10 to 20 tractors in 1921 at 1921 prices. From every indication there will be ten times the prospects for next year and can you imagine what this means for the Hart-Parr dealer with these new low prices.

Tie up to Hart-Parr experience and prestige. Join hands with us for 1922. Perhaps you are in one of the desirable sections that has no Hart-Parr dealer. Write for complete information today. ***Distributors in all Provinces.***

Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.



HART-PARR COMPANY

Founders of the Tractor Industry

412 Lawler Street **Charles City, Iowa**

30 **POWERFUL STURDY KEROSENE TRACTORS** **HART-PARR** **FOUNDERS OF TRACTOR INDUSTRY** **20**

Lister Belt-Driven Lighting Plants

D. N. Jamiecon, manager of the Winnipeg branch of the R. A. Lister Co. (Canada) Ltd., states that the new Lister belt-driven light and power plant has many special features which will be of interest to dealers throughout the Canadian West. In talking of the new plant Mr. Jamieson said:

"Our new belt-driven tank-cooled plant is a fine type for farm and small town use and in construction and finish I believe it is the best plant ever produced by our company. The dealer should be interested in the new line, for as an investment the generating plant is a far better proposition for the farmer than a storage battery plant. A generating plant has at least two or three times the life of a storage battery. The extra charge for a generating plant is fully justified."

The new Lister plant is operated by the well known slow-speed Lister engine, vertical, water-cooled, fully enclosed tye. This engine is fitted with a compression release which makes starting easy. It is throttle-governed and has automatic lubrication, high tension magneto ignition and special pump fed carburetor.

The dynamo is shunt wound and fitted with automatic lubrication, also a flywheel pulley which in conjunction with the throtle governor assures an absolutely steady light even when no battery is used. The dynamo is set on a sliding bedplate so that the belt drive can be tightened in a moment. The switchboard has all the necessary gauges, switches, etc., and is mounted directly on the installation. Compact in design the whole plant, with fuel and water tanks, is mounted on a substantial girder frame which stands on the floor. No special foundation is needed and the whole plant can be put in operation in a very short time. The company state that the plant is so simple that a boy can operate it easily, while the power attachment allows the owner to operate all belt driven equipment within the capacity of the engine.

Arranging Tractor Schools

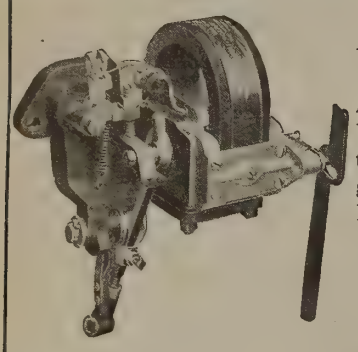
The Advance-Rumely Thresher Co., Laporte, Ind., have completed plans for their 1921-22 series of tractor schools to be held at their branches. These schools were started three years ago. For the first time they will be open to all customers as well as to dealers. George R. Iverson, advertising manager of the company, is in charge of the arrangements and will conduct the schools.

Capital in U. S. Industry

A recent report from Washington states that the capital employed by farm implement and machinery manufacturers amounts to $1,368,224,548, according to testimony presented to the House Interstate Commerce Committee.

Noxon Repairs

Western dealers are advised that repairs for the Noxon line of farm implements can be had from R. Martens & Co., Inc., 6 Hanover St., New York. This firm have a full stock of repairs purchased some years ago to fill export orders. This is the only available source for the Noxon line, and the company can fill any Canadian order for these parts.



Keep the Engines in Your Territory Running

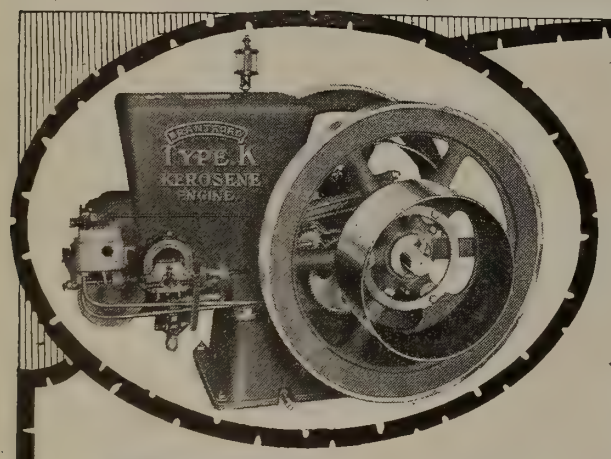
All makes of Magnetos repaired and remagnetized We stock the best magnetos in America for car, tractor and engine ignition, and a complete line of genuine parts for all systems. Prompt service. Reasonable charges. Satisfaction guaranteed.

Licensed Factory and Repair station

Acme Magneto & Electrical Co. Ltd.

148 PRINCESS ST : WINNIPEG, MAN.

The Foremost Electrical Repair Shop in Canada



Brantford Type "K" Kerosene Engines

Get the Dealer the Local Demand

There's a size to suit every farm need. Adaptable, dependable power. A better engine at a price that meets any competition. Simple design; easily operated. Use the cheapest fuel. Speed change device. Governor; magneto ignition. Fuel tank built into base. A Type "K" engine will put new life into your engine business.

"Maple Leaf" Grinders are Built for Service

Sizes : 6-to 15 Inch Plates --- Large Capacity

Our grinders are in big demand—right now. Demonstrate their efficiency by operating a Maple Leaf Grinder belted to a Type "K" 4 h. p. Engine. These grinders are strong, durable and light draft. Have perfect adjustment; smooth-running and steady. End-thrust ball bearing; flexible plates; adjustable shake. Get literature and prices.

"Ideal" Double-Geared Pumping Windmills

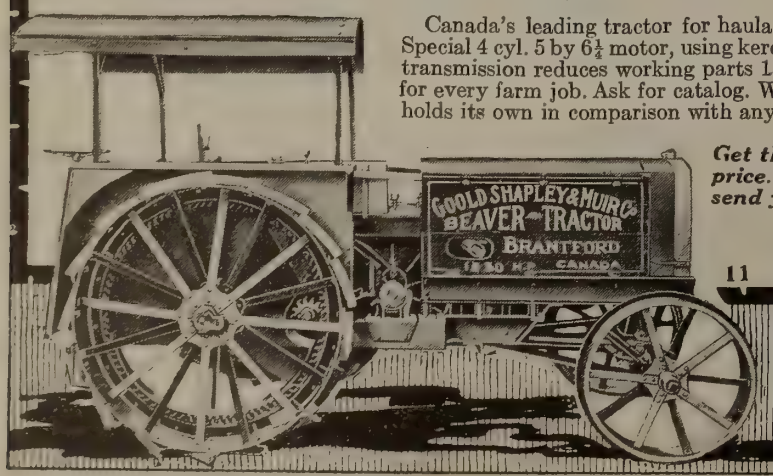
The cheapest pumping power on earth, and the equal of any mill on the market. Simple design; wide-faced special steel gearing is fully protected. Roller and ball bearings assure operation in the lightest breeze. Automatic adjustment. "Pull-in" design--they brake automatically. Strongly built and braced towers are girted every 5 ft.

Make the "G.S.M." Line Your Leader in 1922

Now is the time to arrange for representation of our line. Our machines assure year 'round sales, increased business and lower over head. Handle our Made-in-Canada: "Beaver" Tractors, "Ideal" Windmills, "Maple Leaf" Grinders, "Ideal" Kerosene Engines, Concrete Mixers, Steel Saw Frames, Power and Hand Pumps, Pumping Equipment, Steel Tanks. We also handle Plows and Threshers.

The Beaver 15-30 H. P. -- A Real Power Investment

Canada's leading tractor for haulage and belt work. The most efficient tractor built in the Dominion. Special 4 cyl. 5 by 6¼ motor, using kerosene delivers big surplus power over rating. Patented 7 speed friction transmission reduces working parts 15 to 20%. No gear troubles--steady resistless pull. Dependable power for every farm job. Ask for catalog. Why sell imported tractors when you can sell a Canadian machine that holds its own in comparison with any make.



Get the Beaver Agency for 1922. No duty -- no exchange -- reasonable price. Attractive sales offer and liberal quantity discount. Let us send you complete details.

11

Goold Shapley & Muir Co. Limited

Distributing Warehouses: Portage la Prairie, Calgary, Edmonton, Saskatoon

Factory—Brantford Western Head Office—Regina

Ontario Wind Engine Co. Will Handle Empire Products

L. H. Jenns, sales director of the Empire Cream Separator Co., Bloomfield, N. J., who visited Winnipeg recently, advises us that a new distributing arrangement has been consummated in connection with the Empire line of cream separators. In future Empire cream separators will be distributed to the dealers in implements and dairy equipment by the various branches of the Ontario Wind Engine and Pump Co., Toronto. The Toronto concern will handle the separator in all Canadian provinces with the exception of British Columbia. Western dealers will receive shipment from the branches of the company at Winnipeg, Regina and Calgary.

Mr. Jenns states that their line of milking machines will be distributed in Western Canada, as formerly, by Robinson-Alamo Ltd. 140 Princess St., Winnipeg.

"We have come to the conclusion," said Mr. Jenns, "that better results can be obtained by selling our cream separators and milking machines separately. The firms who distribute for us can achieve better results by concentrating on the individual line, and as a matter of fact the two lines do not make a harmonious selling team. As in the past our offices in Toronto will continue to be our headquarters for the Dominion."

A Live Saskatchewan Dealer

A recent issue of the "Harvester World" comments on Archie Livingston, International dealer at Cabri, Sask., a machine man who is well known and popular with the trade in his province. Mr. Livingston took the McCormick agency at Cabri in 1911. He has had remarkable success and in territory adjacent to his town there are now about 100 Titan tractors in operation. The Harvester World says: "Most of his success is based upon his up-to-date method of giving real service to farmers and his unquestioned uprightness and integrity in all his dealings. His name is well known throughout the district.

"His assistant, Wm. Lauder, maintains a repair department which is known as one of the best in the province of Saskatchewan. It is always neatly arranged, well lighted, clean and neat, and completely stocked at all seasons. At the close of the 1920 season, Mr. Lauder made the statement that not in a single instance had anyone come to him during the year for repairs and gone away without getting what he came after. The same applies to machines and twine as well.

"Mr. Livingston, a Scotchman and proud of it, lives in a fine house equipped with all modern conveniences, and he maintains a splendid farm a few miles from town."

Short dresses are not everyone's long suit.

Women are only as old as their skirts are short.

Never count your chickens when your wife is around.

U. S. Pump Makers Form Organization

During the recent meeting of the U. S. National Association of Farm Equipment Manufacturers, representatives of the leading concerns making pumps in that country got together so as to form a pump department of the organization. This department will allow makers of pumps and pumping equipment to establish a point of contact with the U. S. Dept. of Commerce on matters affecting trade and the standardization of equipment.

How is Your Stock of Bill Heads and Letter Heads?

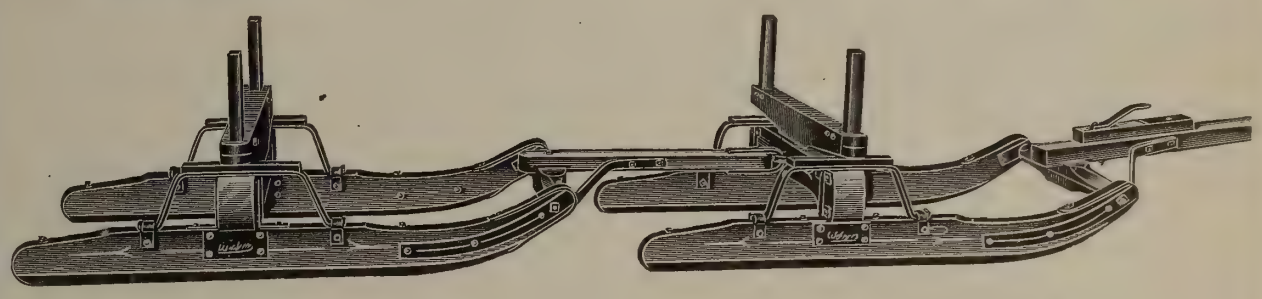
Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. *Ltd.*
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

Westwo REG'D Farm Sleighs



Made Right Price Right

Sold under Westwo REG'D Guarantee

Westwo REG'D CUTTER GEARS

"The Best Made"

Wood Parts all Hickory
Well Ironed and Finished

Any Buggy Body can be
Attached in a few Minutes.

ORDER NOW

or Write for Prices and Terms.

D. Ackland & Son Limited

WINNIPEG CALGARY

MADE IN CANADA
International

Trade Will be Greatly Stimulated By a Little Effort on the Dealer's Part Now that Farm Implement Prices Have Been Reduced

OUR NEW and lower prices on farm machines have just been issued and are being widely circulated to the farming public. Farm implements for less money has been a live topic where farmers gather. Everywhere they have waited for lower prices—and now they are here.

Lower prices now in effect are opening a new field closed to you this past year because of high prices. In addition to last year's market, made up largely of sales forced by necessity, you have another and larger replacement market, because lower prices will make it unprofitable to spend large sums for repairing worn-out machines. In addition, in the coming year you should have a large field for the sale of new machines which thousands of farmers have never owned and have postponed buying until a more favourable time. Lower prices on the newer lines are bound to bring many farmers to the purchasing point for much of this new equipment.

Adopt a definite, aggressive policy. Line up all your prospects. See to it that worn-out machines among your customers are abandoned. Show each man how waste and loss follow where inadequate equipment is in use. Show him the efficient new machines that will replace the old—at lower prices.

Start now. Don't wait until January 1st. The man who starts now and works aggressively will uncover the largest volume of business from the big market opened up by our lower prices.

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA
WESTERN BRANCHES—BRANDON, WINNIPEG, MAN., CALGARY, EDMONTON, LETHBRIDGE, ALTA., ESTEVAN, N. BATTLEFORD, REGINA, SASKATOON, YORKTON, SASK.
EASTERN BRANCHES—HAMILTON, LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST. JOHN, N. B.

The Mechanical Efficiency of the Tractor

The efficiency of tractor transmission systems varies with the type of construction. In the type of transmission now used in tractors of modern design, cut and hardened gears run in dust-tight oil-proof cases. All journals are carried in high-grade anti-friction bearings. In this transmission, which is common to automobile and truck construction, the friction loss is not over 2 or 3 per cent for each pair of gears. Further increase of efficiency in this transmission system is largely a matter of keeping gear sizes down to reasonable proportions and limiting the number of gears in mesh.

Gear Reduction

A working speed of 2.5 miles per hour, with a drive wheel 4.5 feet in diameter, requires a gear ratio of approximately sixty-five to one, when the engine runs in the neighborhood of 1000 r. p m. A common method at the present time is to use three sets of gears in the transmission system, making the first two reductions with cut and hardened gears running in a self-contained case and the final reduction with cut and hardened pinions running in cast bull gears of large diameter, mounted directly on the rear wheels. In many of the present designs these final reductions are left exposed, but in some of the latest tractors this drive is also enclosed.

Rolling Resistance

The power necessary to overcome the rolling resistance varies directly as the total weight when the conditions of soil surface and the pressure per unit of ground contact remain constant. Under varying conditions of soil surface, which allow the wheel to sink to different depths, the rolling resistance increases in proportion to the depth to which the wheel sinks. The rolling resistance is inversely proportional to the ground contact, being less for large diameters and wide face wheels than for small diameter narrow face wheels under average conditions. In soft deep mud the greater ground contact results in greater rolling resistance, but for all average soil conditions the greater area is of advantage since it permits of a lower unit pressure and thereby prevents sinking of the wheels.

Conditions under which plowing tractors work are so varied that the results often differ very appreciably with tractors of the same types running over the same ground and pulling similar machines. The ground may be more or less soft, and varying resistance may be offered to the implements. The ordinary spring type of dynamometer is not easy to read when the indicating needle is constantly fluctuating, and it is difficult to arrive exactly at the speed at which the tractor is running. To be absolutely reliable the apparatus should record the speed and the pull on the drawbar at the same time.

On account of the work it has to do the plowing tractor is more susceptible to binding stress than any other vehicle. However strongly built it may be, an ordinary type of chassis is necessarily liable to cross strains when engaged in the arduous work of heavy plowing, and it is the aim of the designer to produce a chassis in which these strains will be eliminated, for if the gear shafts are kept in perfect alignment there is no reason why the plowing tractor should not be as efficient as the motor truck.

Reduction of total weight can only be carried to the point where the power transmitted equals the holding power of the wheels. The pulling ability of a tractor is not a matter of friction between the wheels and the ground, but depends entirely on the number of square inches of hold that may be obtained on the ground by the use of spurs, grousers or mudlugs on the face of the wheel. It also depends on the holding power or tenacity of the soil.

Promoting Tractor Business

At a recent convention of implement dealers a speaker voiced the following suggestions as being essential points for the dealer who wants to make a success of tractor business. The leading features he suggested were:

"Sell only one make of tractor and get a line that is adapted to needs of community. Visit the factory and get loaded with information and enthusiasm; come home and sell every member of your organization on the proposition. Map your territory, locating every farm, keep a card index with complete information regarding every farm in your territory, make an estimate of tractor prospect and formulate a selling campaign. Buy in carload lots, "sell" the local bankers, place the first tractors in hands of farm leaders, "sell" the county agent on the power farming idea, and if you do not have a county agent get one. Undersell rather than oversell the power and implements and machines used with the tractor, and, last but not least, give real service.

Bearings in Tractor Design

In choosing a tractor to handle, owing to the expense involved on the part of the purchaser, the dealer should make a careful study of the mechanical features of the machine—especially those connected with the type of bearings used.

In order to operate successfully, a tractor must be designed for durability and strength combined with flexibility. Reduction in operating and maintenance cost is also of vital consideration. The use of high grade ball or roller bearings of the self-aligning type is a long step toward the fulfilment of these requirements.

The exacting conditions of rough, undeveloped country are a severe test for any machine. What happens when a tractor strikes a rock or stump or drops into a furrow? Are undue strains then placed upon the vital parts of the mechanism? Such loads, strains and vibrations are carried to a large extent by the bearings.

When self-aligning ball or roller bearings are used they adjust their position to compensate for the shaft distortions caused by such loads. This alignment is entirely automatic and is very similar in theory to a ball and socket. The importance of this self-alignment cannot be overestimated. Anyone who has ever attempted to turn a misaligned shaft in a rigid bearing will appreciate this point. Without this self-aligning feature the shafts would not "give" and each time the tractor ran on uneven ground strains would be placed upon the bearings which would cause rapid wear or complete destruction, resulting in costly replacements and time lost.

A farm tractor from the nature of its work receives much abuse. The ground upon which it travels necessitates a method of compensating for shaft distortions. When the wheels are in a furrow these shaft distortions are enormous and unless compensated for by self-aligning bearings, friction and binding strains will increase and the cost per tractor hour will rise. It is, therefore, folly for the tractor manufacturer to economize on bearings.

How about the cost of self-aligning bearings? True, the initial price of these bearings is more. But in considering the factor of cost of bearings this item should include not only the first cost, but also the cost of replacements and repairs for the period of years that the tractor is in service; i.e., the value of such a bearing is not in the price paid for it, but in the combination of price with service obtained.

Another angle on the cost question: If a $1,000 tractor will deliver 3,000 lbs. at the draw-bar the cost per lb. of draw-bar pull is $.333. If by equipping this tractor with roller or ball bearings the draw-bar pull is increased 10 per cent at a cost of $50, the additional 300 lbs. cost but $.166 per lb. The cost per lb. of draw-bar pull and the cost of operation are factors which are being weighed by the purchaser, and roller and ball bearings give the maximum period of service and the minimum cost of operation.

The tractor of the future will be sold on the cost per tractor hour per lb. of draw-bar pull. In the general design of the present day tractor, the distance between bearing housings measures from 30 to 60 inches. With this distance it is impossible to obtain perfect alignment on the present type of skeleton frame. The only remedy for this is the use of self-aligning ball bearings. In threshing, when belt work is heavy, there is even greater tendency for shaft misalignment than in haulage work.

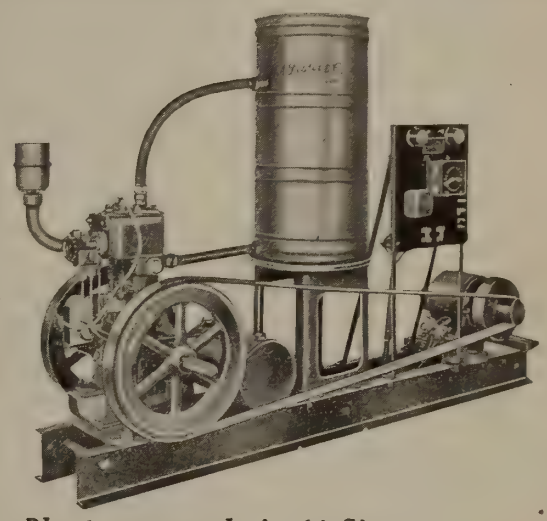
If in the tractor you handle, all the shafts revolve in self-aligning ball or roller bearings, the maximum efficiency of the engine is delivered to the draw-bar with the minimum loss. Unless proper bearings are used it will be necessary to dismantle the transmission to replace the worn out bearings and this may occur when plowing, harvesting or threshing,

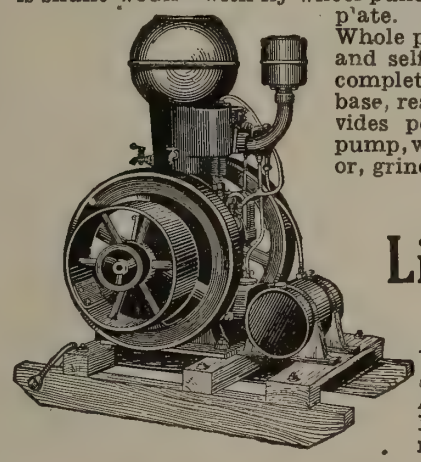
The NEW LISTER LIGHT and POWER PLANT

British Built - - British Quality Throughout.

Three Sizes:—¾, 1 and 2 K. W. Light capacity:—35,50 and 100 2?-watt lamps.

Driven by the Lister vertical, water-cooled engine. Throttle-governed, automatic lubrication, magneto ignition. Easy to start, sm oth-running, dependable. Ger erat r is shunt-wound with fly wheel pulley. Set on sliding bed-p'ate. Simple switchboard. Whole plant is very compact and self contained. Shipped complete with steel girder base, ready to start. Also provides power to operate the pump, washer, cream separator, grinder, etc.





Lister Lighting Plants are made in 14 Sizes

Lister Farm Engines get Business

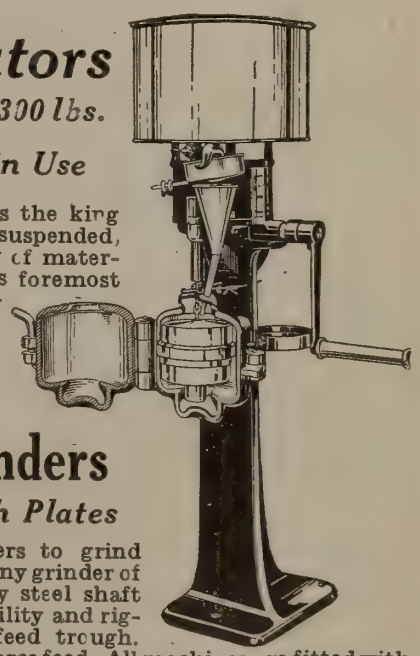
Five sizes: - 2, 3, 5, 7 and 9 H. P.

British built, and to the British standard of durability. The best materials and best workmanship. High tension ignition — no batteries. Automatic lubrication. Economical to run. Shipped complete with skids. Lister engines are what the farmer wants. Sell them this winter and make money.

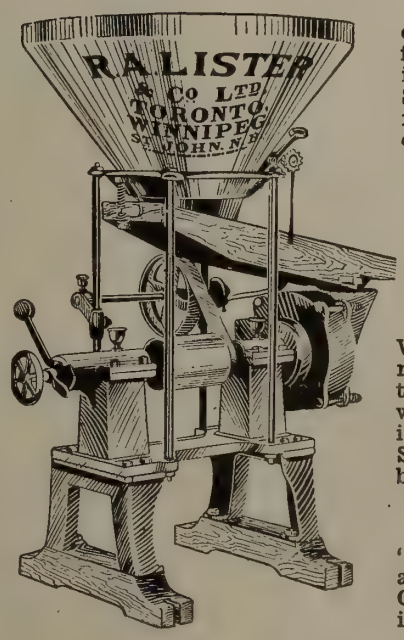
Melotte Cream Separators

12 Sizes: Capacities 280 to 1,300 lbs.

World Famous — Over a Million now in Use



In 1921, as in 1888, the Melotte is the king of cream separators. Self-balancing, suspended, frictionless bowl. In design, quality of materials, finish and value, it is Canada's foremost Separator. Easy to clean; close skimming. A real investment for your customers.



Lister Grain Grinders

Five Sizes: 6 to 12 - inch Plates

We guarantee Lister Grain Grinders to grind more feed on the same power than any grinder of the same size on the market. Heavy steel shaft with extra long bearings gives durability and rigidity. Ball thrust bearing. Large feed trough. Strong reversible plates with worm force feed. All machines are fitted with bagger pulley. Sold with or without base. Get dealers' literature and prices.

The Complete LISTER Line Includes;

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

R. A. LISTER & CO. (Canada) LTD.

Winnipeg, Man. - - - Toronto, Ont.

when the cost of the delay will exceed the original cost of the ball bearings.

Cordage Company Issue Annual Report

In connection with the recent annual meeting of the Plymouth Cordage Co., North Plymouth, Mass., it is shown that sales for the year ending July 31 were $15,500,000. This is less in value and in actual amount of products sold than in 1920. A year ago sales were $23,400.000.

In a statement Pres. A. P. Loring showed that the demand for rope fell to but 25% of normal early this year. Hemp is now as low as at any time in ten years. Despite the fact that the price of sisal fibre fell to the lowest figure in 20 years; the company report heavy cancellations for binder twine, and a cessation of buying, Pres. Loring said:

"Our inventory shrunk in value from 25 per cent. to 60 per cent., depending on the product. It has been necessary to write off some $3,500,000 on this account."

Hart-Parr Sales Convention

All the Hart-Parr Divisional Sales Managers met at the factory, October 1st, for four days' sales conference, Men were in from all territories of the United States and Canada. Sales policies for 1922 were decided, contracts approved, and plans laid for an immediate drive for business.

This sales meeting was one of the most enthusiastic ever held at the factory. Reports from the field men show that trade conditions are gradually improving in practically all territories. One of the most encouraging features was the unanimous report of the increased interest of farmers in tractors.

New Automobile Plant

The Parker Motor Car Co., Montreal, have leased space in the Longue Pointe Works in that city, and will commence assembly of their Royal Six car during November. The company are capitalized at $10,000,000. The space leased so far is 64,000 feet, with power to increase to 1,000,000 feet. The Parker Co. estimate that they will turn out 4000 cars annually when their plant is in full operation.

Engine Manufacturers Will Meet

The fourteenth annual convention of the Gas Engine and Farm Power Association, formerly the National Gas Engine Association, will be held at the Congress hotel in Chicago, Nov. 28 and 29. Secretary Fuller announces that the meeting will be devoted strictly to business without any frills.

All chickens don't use "fowl" language.

Now its the men who swap recipes.

We now have many unwise men of the (y) east.

Developing Canada's Oil Fields.

The development of the vast oil fields in the North-west territories is not without interest to the engine, car and tractor trade in Western Canada. Granted economical production of oil in the West, may we not look for cheaper gasoline and kerosene in this, Canada's great agricultural territory? The price of gasoline, and kerosene, upon which to a great extent depends the popularity of the tractor and stationary engine, not to mention the auto and truck, is materially lower in the United States than in the Canadian West.

The effect upon the tractor industry would be enormous. In the Western provinces we have some thirty eight thousand tractors owned by farmers; in the four western provinces there are approximately one hundred and eighty thousand stationary engines in use. Add to this the five hundred thousand or so autos which are owned in the West, and the consumer as well as the dealer will welcome a development which may promise an era of cheaper fuel oils.

Operating costs of the tractor as a farm power plant depend to a very large extent upon the cost of fuel. Cheaper fuel would have a direct effect upon the volume of tractor and engine business done.

Anderson-Roe Will Handle Woodstock Line

A. M. Clynick, manager of the Woodstock Wagon & Manfg. Co., Woodstock, Ont.,recently visited Winnipeg and made arrangements with the Anderson-Roe Co. for the distribution of Woodstock farm sleighs and wagons. The Anderson-Roe organization will distribute those lines in Manitoba and Saskatchewan from their branches at Winnipeg, Regina and Saskatoon.

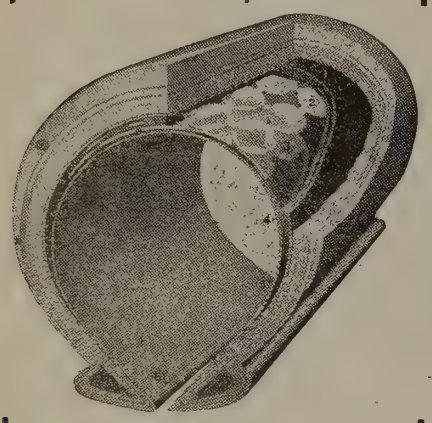
Massey-Harris Will Build in Australia

The Massey-Harris Co., Toronto, recently announced that a plant will be opened by them in Australia for the manufacture of implements for the Australian trade. The company produced $6,000,000 worth of machinery for Australia last year. The new Australian tariff has closed the commonwealth to outsiders, and it becomes necessary to set up a plant there in order to hold this trade.

If you have got two teeth—be thankful if both hit.

Love your neighbor's phonograph as you would your own.

DEALERS:
A Good Proposition



Arrange to Sell
ARMORED INNER TIRES
Guarantee Absolute Protection from all Blowouts and Punctures. Write for prices and discounts.
Armored Tire & Rubber Co. of Canada
216 Bannatyne Ave., Winnipeg.

There's Good Business in This Line

We are Distributors of Electrical Supplies of all kinds. Make your store local headquarters for fittings, etc. Let us send you wholesale price list and quotations on any type of supplies. Write today.

Victoria Electric Supply Co., Limited.
216 Bannatyne Ave. Winnipeg, Man.

"STAR" FITTED PLOWSHARES

Lower Overhead - and Increase Net Profits

Dealers have big volume and quick turn-over when handling STAR shares. Profits are not absorbed in service expense, as when selling implements. They sell,and stay sold. Place your requirements now for Spring delivery. Write the nearest jobber.

A nice margin of profit on every share. Sell the STAR line and assure satisfied customers and repeat orders.

There's a Star Share for Practically Every Plow in Use.

STAR Shares are made from specially selected materials. They are fitted with bolts, ready to attach. There is a type for practically every plow in use in Western Canada. Leaders in quality, fit and finish. Ask for our latest prices and lists.

A Reinforced Landside Strengthens the Weld.

Made Exclusively by the

Star Manufacturing Company
CARPENTERSVILLE, ILL., U.S.A.

JOBBERS

Wilkinson-Kompass Ltd., Winnipeg.
F. G. Wright & Co., Winnipeg.
J. H. Ashdown Hardware Co.,Winnipeg,Saskatoon Calgary.
Western Implements Ltd., Regina.
Metals Ltd., Calgary and Edmonton.
Western Canada Hardware Co., Lethbridge.

Attitude Changing Toward Horse Use

Just as the wagon and carriage makers get into step with the lessened demand for their vehicles during the boom of the gas propelled, along comes a return swing to horse-drawn equipment for delivery work on account of the high cost of gasoline, original investment and repairs.

Gale B. Smith, manager of the George Delker Company, wholesale carriage manufacturers, writes to Wayne Dinsmore, the Secretary of the Horse Association of America, as follows: "We have continuous calls from dealers who handle our buggies who are in the market for delivery wagons of various kinds to replace gas propelled vehicles. The demand runs from grocery up to the ice wagons."

Using Stooker in Great Britain

Great attention was paid the work done in the United Kingdom during the recent harvest, by the International stooking machine, which is sold in the Old Land by the International Harvester Co. of Great Britain, London.

Wallis Tractor Sent To A Reformatory

Many records have been submitted to show the simplicity of operation, the sturdy construction and the fool-proof features of the modern tractor, but the performance of a Wallis tractor that has served 14 months of its life sentence at the Oklahoma State Reformatory excels many records submitted, says the J. I. Case Plow Works Co., Racine, manufacturers of this tractor.

In June 1920 W. A. Gransden, engineer at the Reformatory purchased a Wallis tractor for the farm. In a recent letter to the manufacturers he eulogises the excellent service given by this machine.

It is interesting to note that in this letter Mr. Gransden states that during the fourteen months the Wallis has been on the State Farm it has not only accomplished a great deal of work in the most satisfactory manner but has been operated by nine different men, most of them prisoners at the Reformatory and none of them at all familiar with any tractor. Besides this the tractor has never been in a house nor had shelter of any kind and yet has required practically no repairs or adjustments.

Records such as this (and they are really not unusual) should surely convince the skeptical or hesitant farmer that modern tractors, as produced by reliable and dependable companies, give the best service for years, even when working under the most adverse conditions, with little or no expense for repairs.

Carriage Factories Ltd. Will Sell Brockville Property

Carriage Factories Ltd., Orillia, Ont. in their fiscal year which ended July 31st, showed a deficit of $157,085 as compared with a loss of $36,845 in the preceeding year. An operating loss of $92,952 is shown after providing for depreciation, bond interest and a reduction of $54,854 in inventories. At the annual meeting the shareholders endorsed a resolution to sell or dispose of all or part of the Brockville property of the company. The president of Carriage Factories Ltd. is J. B. Tudhope, Montreal. After selling its Brockville properties the company will still have plants at Montreal, Orillia and Alexandria.

The Aggressive Method

A policy of watchful waiting will not help conditions in the tractor trade. In commenting on the necessity of the dealer going after prospects, the "Cletrac Courier" says:

"There are two ways of selling tractors. One is to wait for the farmer to come in and look the tractor over. The other is to take the tractor right out to the farmer's place, show him what it will do for him and get him or his boy to ride it and run it.

"The first method worked pretty well last year when money was plentiful and when there were more tractor buyers than there were tractors, but the dealer who is waiting for someone to come into his place and take any kind of tractor away from him these days isn't going to get very far in the tractor business."

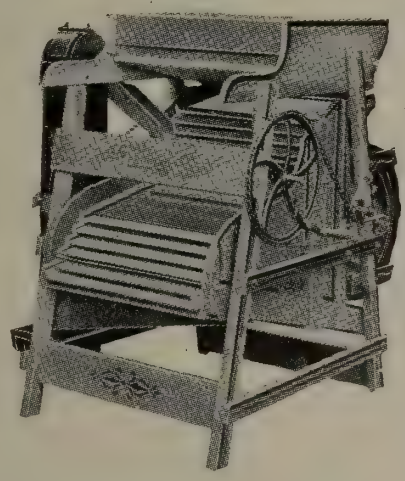
Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.



New Dual Cleaner and Separator

Means Clean Grain and Better Profits for the Farmer

Now offered at a specially reduced price. These mills have immense capacity and will reduce the heaviest mixture in ONE RUN at a rate that would require two ordinary mills. The double gangs and cut-off system make them the most efficient, high-speed grain cleaner on the market. Handle them and you have no competition in this line.

Following the heavy rains every farmer should clean his grain for market to assure the best possible grade. The New Dual excels for this work. It cleans and separates any mixture perfectly and pays for itself in a single season.

"New Superior" Wild Oats Separators

Made in three sizes: 24, 32 and 42-inch sieves. Supplied with or without bagger, as desired. Strongly built and bolted. Very easy running. Patented adjustable windboards give perfect control over blast. A general-purpose machine that has great capacity and does splendid work. ASK FOR SPECIAL FALL PRICES.

Cushman Grinders

Flat Plates:- 6, 8, 10 and 13 inch Sizes

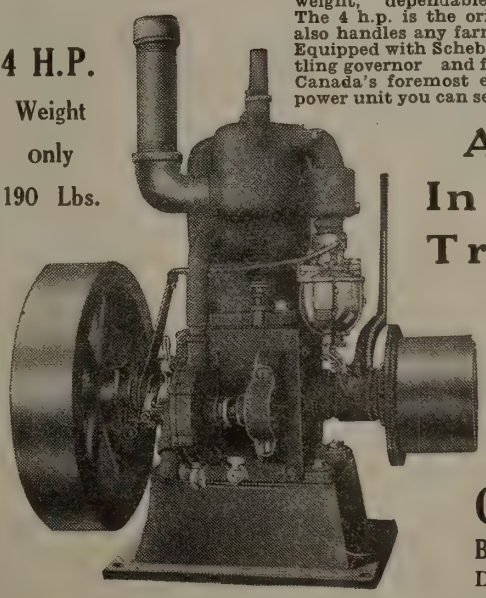
A seasonable line that is in demand by stock owners. At our new prices you can get quick sales and good profits on this grinder. Low power requirements. Exceptional capacity Wide range of adjustment for fineness. Rigid design; no vibration. Heavy drive shaft. Get a sample on your floor and go after this trade.

Cushman Engines for All Winter Work

Sizes from 4 to 20 Horse-power

Whatever the farmers power needs you have a Cushman to suit them. Lightweight, dependable and economical. The 4 h.p. is the original binder engine, also handles any farm job to its capacity. Equipped with Schebler carburetor, throttling governor and friction clutch pulley. Canada's foremost engine, and the best power unit you can sell.

4 H.P. Weight only 190 Lbs.



A Snap In Lauson Tractors

We have a few 15-25 and 15-30 Lauson Tractors in stock and offer these to responsible dealers at rock-bottom prices and special terms Write us for details of this opportunity.

2-3 Bottom Tractor Engine Gangs, While They Last, at $150, f.o.b. Winnipeg, In Lots Of Three.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. C F, WHYTE AVE. AND VINE ST. WINNIPEG, MAN

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Department, CANADIAN FARM IMPLEMENTS, Winnipeg.

H. B.,—The Aermotor windmill is manufactured by the Aermotor Company, Chicago. Stocks are not carried in Western Canada, but repairs can be had from the William Eddie Co., 284 James St., Winnipeg, Man.

E. G. M. & M. Co., Sask.—What you require is an Alfalfa grinding mill for grinding alfalfa straw, maize, kafir corn, etc. Alfalfa grinders are not sold to any extent in the west, but are used very extensively in U. S. territory. Following are some of the manufacturers of this type of mill:—The Duplex Mill & Manfg. Co. Springfield, O.; Letz Manufacturing Co., Crown Point, Ind.; Stover Manfg. and Engine Co., Freeport, Ill.; N. C. Bowsher Co., South Bend, Ind. Any of these firms can furnish full particulars.

E. & Co., Sask.—Grinder plate marked D7 is for a seven-inch Martin grinder made by the Martin Manfg. Co., St Louis Park, Minn. Repairs can only be had direct from the factory.

R. C. McC., B. C.—From the description you give the drop spring seat for grain tanks, we believe you refer to the Loyds spring seat, formerly manufactured by the Wawanesa Wagon Seat Co., of Wawanesa, Man. This spring seat is now being manufactured and sold by the John Watson Manfg. Co., 311 Chambers St., Winnipeg Man., who have sent you prices.

E. D., Man.—Repairs for the Woodstock wagon can be had from the Anderson-Roe Company, Princess St., Winnipeg.

J.W., Man.—Plates for the "Diamond" feed grinder can be had from the manufacturers, the New Winona Manfg. Co. Winona, Minn.

D. E. L., Alta.—You can obtain repairs for a Fuller & Johnson farm engine from the J. Ashdown Hardware Co., Winnipeg, Man

W. D., Alta.—The only firm who have repairs for the Judson engine is the J. F. McKenizie Co., 156 Princess St., Winnipeg, who have a limited stock. We believe that many of the parts of the "Imperial" engine, handled by T. Eaton Co., Winnipeg, will fit the Judson engine.

O. W., Sask.—You should be able to obtain a flour mill small enough to be operated by a 10 H.P. engine from the Canadian Fairbanks-Morse Co., Winnipeg. They handle a 40 bbl. mill. complete with all pullies, etc., which sells for about $4500. This company have sent you details of their mill.

F. B., Sask.—We regret that we cannot locate the maker of gang plow with front furrow wheel boxing maked S.B.503. The nearest approach to this part is a boxing used on an old gang plow made by the Rock Island Plow Co., Rock Island, Ill., but this boxing is marked O.B. 503. It may be that this is the make of plow, and that the mark of the part has been misread. If O.B. 503, part can be had from the Rock Island company.

C. P. Co.,—Repairs for the "Steel King" hay press are not carried in Canada. Address the manufactures, the Whitman Agricultural Co., 6900 South Broadway, St. Louis, Mo.

W. & J., Sask.—The Mitchell car is made by the Mitchell Motor Car Co., Racine, Wis. The Griffith Motor Co., Winnipeg have a limited supply of parts, but for prompt service you had better write to the factory direct so as to save time.

J. D., Man.—Repairs for the "Ideal" feed grinded can be had from the John Watson Manfg. Co., Winnipeg, who are distributors of this line.

The W. Machine Co., Sask.—The Sawyer-Massey Co., Winnipeg have a limited stock of repair parts for the Gould Balanced Valve. If they cannot supply you write direct to the makers, the Gould Balanced Valve Co., Kellogg, Iowa.

S. Bros., Alta.—Repairs for a Stover No.5 Ideal Duplex grinder can be had from the Canadian Stover Co., Brandon, Man.

J. B. S., Man.—Repairs for "Noxon" implements can be had only from R. Martens & Co., Inc., 6 Hanover St. New York, N.Y. This line is no longer manufactured.

J. T. W., Alta—Dogs for the Advance straw spreader can be had only from the makers, the Advance Spreader Company, Minneapolis, Minn.

A. R. Co., Man.—Repairs for the Bain farm wagon can be had from the nearest branch of the Massey-Harris Company.

R. B., Man.—No repairs for the "Rex" cultivator are carried in Canada. Write the makers direct. Address the Hayes Pump & Planter Co., Galva, Ill.

G. A., Man.—The disc harrow with parts 507L, 150L, 506R and 508 is an old type Thomas disc. These were never sold in Western Canada. Write the makers, the Thomas Manufacturing Co., Springfield, Ohio.

C. H. N., Sask.—Cap for wheel hub WC 124 is for a Davenport roller bearing wagon as made by French & Hecht, Davenport, Iowa. No repairs are carried in Canada. Write the factory direct.

De Laval Awards

The De Laval Company announce that their products have received the highest awards at the International Dairy Exhibition at Buenos Aires, South America. This season they also received six first prizes at exhibitions in France and a first in Hungary. At the South American exhibition the company received four gold medals, four special first prizes and five first prizes.

An optimist is one who carries a corkscrew.

Tractor Co. Change Location

The Hart-Parr Co, of Canada, Ltd., have moved from the premises on Higgins Ave., Winnipeg, which they have occupied for some years, to the Cockshutt Building, 230 Princess St., Winnipeg. They carry a stock of their tractors and repairs at the new address.

Garden Tractor Duty Free

A recent customs ruling states as follows:

"Spry Wheel" a small gasoline operated tractor, equipped with two handles, and designed for hauling small cultivating attachments, etc., declared entitled to free entry as a gasoline traction engine for farm purposes valued at not more than $1400 each, excepting cultivating or other attachments, which are held to be dutiable."

Standardization of Parts

Viewed from the standpoint of Canadian manufacturers of farm equipment, there are many points levelled against the policy of standardizing machine parts. One of the arguments advanced by the factory men is: Farmers of Canada were excellently served with the "live" or active parts; these are obtainable in every important centre. If parts were standardized, pirate manufacturers would supply them, often from the United States, and they would have no interest in the durability of the implements.

You can't get footnotes from a shoe-horn.

OLD COUNTRY
FOR
XMAS and NEW YEAR

SPECIAL TRAIN

Will Leave WINNIPEG From Union Station DEC. 7 At 5 P.M.

TO SHIP'S SIDE, HALIFAX
THENCE
"S.S. MEGANTIC" TO LIVERPOOL

Special Sleeping Cars from points Edmonton, Calgary, Saskatoon, Regina

STEAMSHIP SAILS FROM HALIFAX ON ARRIVAL OF TRAIN

Make Reservations Now with Local Agent, or write—

W. J. QUINLAN, Dist. Pass. Agt.
WINNIPEG, MAN.

W. STAPLETON, Dist. Pass. Agt.
SASKATOON, SASK.

J. MADILL, Dist. Pass. Agt.
EDMONTON, ALTA.

THROUGH
TOURIST SLEEPERS
Direct to Ship's Side
For Following Sailings

S.S. Canada (Montreal)..Nov. 19
S.S. Cassandra (M'real)..Nov. 19
S.S. Saxonia (Halifax).....Dec. 10
S.S. Saturnia (Halifax)....Dec. 12
S.S. Canada (Halifax).....Dec. 16

Canadian National Railways

HOME VISITORS
RETURN TICKETS TO
EASTERN CANADA
AT REDUCED FARES

ON SALE DECEMBER 1-31, 1921 JANUARY 1-15, 1922 LIMIT THREE MONTHS FROM DATE OF ISSUE

NOT GOOD IN STANDARD SLEEPERS

THE OPPORTUNITY
YOU HAVE BEEN WAITING FOR TO MAKE THAT TRIP EAST.
A REASONABLE FARE AT A SEASONABLE TIME

TWO TRAINS A DAY
BOTH EQUIPPED WITH TOURIST SLEEPING CARS WITH THE LATEST APPLIANCES FOR CONVENIENCE AND COMFORT

CALL OR WRITE THE AGENT FOR FARES AND RESERVATION

CANADIAN PACIFIC RAILWAY
"THE DEPENDABLE ROUTE"

CANADIAN PACIFIC RAILWAY

Manufacturers-Distributors-Wholesalers

Regular Trade Advertising Creates Buying Opportunities—and Cuts your Sales Costs

Build Business by Consistent Advertising in

Proven Reader Confidence and Reader Preference

CANADIAN FARM IMPLEMENTS

Western Canada's only Implement and Tractor Trade Journal

Reaches Tractor and Farm Equipment Dealers in Canada's Greatest Sales Territory

Our Subscribers sell Equipment to over 300,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine Oils, Greases, etc.

The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

THE implement industry is in a better position today to compare its 1921 with its 1914 prices than any other industry. It is necessary to talk prices and values to the dealer to "sell" him on the fact that implement prices are fair. Commence your 1922 advertising campaign NOW.

¶ The advertiser who has a widespread and efficient dealer organization—with adequate local stocks—will be most apt to get the early farm trade.

¶ Keep your product before practically every tractor and farm machinery dealer in Western Canada by concentrating your trade advertising in Canadian Farm Implements. Maintain your reputation for progressiveness in selling.

¶ Advertising in Canadian Farm Implements reaches an exclusive trade field. Every unit of circulation pays. You cater to the dealer's convenience, save his time and keep your lines before the trade effectively and economically. You help the dealer balance rival claims. When your salesman calls, your advertising has paved his way. It saves the time of both dealer and salesman—and you reach the very best type of dealer.

¶ We are back to *real merchandising*—to a question of *turnover* and *profits*. Back the quality of your goods by reaching the best men to sell your products. Lower your sales costs by using our pages.

Advertising Rates and Distribution of Circulation sent upon request

GD

GRAND DETOUR TRACTOR PLOWS

GRAND DETOUR PLOW COMPANY 1837 Trade mark registered

How We Selected the Best Tractor Plow Money Could Buy

NOTICE
We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

A TRACTOR is no better than the complete tractor outfit. Realizing this some years ago we sought the best plow on the market to offer with our tractor.

We tested every make of plow impartially. We had no established preference for, and were not then financially interested in, any plow. Price was not considered. We simply wished to select the *best*.

And Grand Detour won out!

Then, three years ago, so that we might continue to offer the very best plow with our tractors, we acquired control of the Grand Detour organization. The original personnel was retained and has since constantly worked to improve the plow our tests proved "the best tractor plow money could buy."

Grand Detour Tractor Plows and Repairs are sold and carried in stock by

J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis. *and all branches*

ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind. *and all branches*

AVERY CO., Peoria, Ill. *and all branches*

J.I.CASE THRESHING MACHINE CO.,Inc.

DIXON, ILLINOIS · GRAND DETOUR PLOW DIVISION · EST. 1837

CANADIAN FARM IMPLEMENTS

VOL. XVII., No. 12 WINNIPEG, CANADA, DECEMBER, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

National Importance of the Farmer

"While the farmer's place in the community has always been important, all classes now recognize, as never before, that the national welfare depends on increased agricultural production."

Manning W. Doherty
Ontario Minister of Agriculture

As the pioneer Bank of Western Canada we are bankers for the United Grain Growers, the United Farmers of Alberta and the Saskatchewan Co-Operative Elevator Company. 454

UNION BANK OF CANADA

Head Office : : WINNIPEG

WHAT ARE YOU GETTING?

Implement and Hardware Dealers who last year placed their Fire Insurance with us are now receiving their renewal policies showing a credit of 50 percent of the premium paid last year.

What Does Your Renewal Bill Show?

Mail this ad. to us today and let us send you literature showing how you can reduce your Fire Insurance costs 50 per cent.

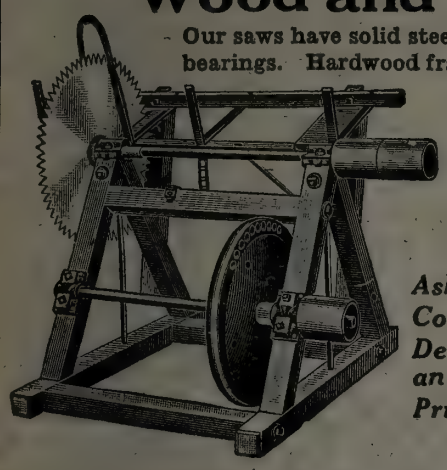
IT CAN BE DONE

Assets Over Four Millions
Net Cash Surplus Over Two Millions

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager.
802 Confederation Life Building, Winnipeg.

Watson's Hardwood Frame Wood and Pole Saws



Our saws have solid steel shafts and high grade babbitted bearings. Hardwood frame is strongly built and rigidly braced. Heavy, solid balanced flywheel and three 5x6in. pulleys. Complete saw mandrels supplied separately if desired, also blades in all sizes. Lay in a stock now.

Ask for Complete Details and Prices

"EXCELSIOR JUNIOR" BLOWER FEED CUTTERS GET BUSINESS

An ideal machine for the man with 5 to 15 head of stock. 4 to 6 H.P. operates it. Blower carries feed to any part of barn or elevates up to 20 feet. Capacity ½ to ¾ ton of feed per hour. Cuts three lengths ½ to 1¼ inch. One lever starts, stops and reverses; 9 inch throat; blower connection fits 6-inch stove pipe. Pulley 12x4 inches. Feed table turns up out of way. Get prices.

Repairs for Moline Plows, and Mandt Wagons and Trucks

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG, MAN.

REDUCED PRICES

ON

Farmers Special Fanning Mills.
Rotary Automatic Grain Picklers.
Beaver Automatic Grain Picklers.

INDENTED CYLINDERS and ROTARY SCREENS are the fastest and most accurate machines for cleaning and grading grain of all kinds. These machines will make any possible separation.

GET THIS AGENCY. IT WILL PAY YOU.

The House of Quality *We Ship Daily*

Write for Latest Prices

Western Implements Limited
Cor. 6th & Scarth St. - Regina, Sask.

Christmas Trees and Stockings

This year your little ones will have their usual filled stockings and Christmas tree. Your keenest pleasure will be in their enjoyment. To them Santa Claus is a reality to be looked forward to through a year of anticipation.

NEXT CHRISTMAS

How would you feel if you knew that your kiddies would have no Christmas—that perhaps they might even be hungry on that day of days.

PROVIDING AGAINST THE UNEXPECTED

It seems impossible now, but who would provide these pleasures and necessities if you should be called hence before next Christmas comes?

Life Insurance shows the way to many Christmases for your family. Delay no longer. Write at once for particulars of a suitable policy. Courteous and prompt attention to all enquiries will be given.

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office : : WINNIPEG

When writing ask for a "Mother Goose Nursery Rhyme Book" for your little one - free on request.

1922 BUSINESS

There is going to be good business during the next few months for the dealer who has the right line and is himself on the job.

Farmers are not "loaded up" with implements. On the contrary there never was a time when more farm equipment was actually needed than right now.

High implement prices was the excuse for not buying last season. To-day they are greatly reduced. You can readily show a prospective purchaser the folly of spending money to patch up old equipment, when for a reasonable investment he can have a new machine that will bring him back more than its cost in increased returns.

Sell the Cockshutt Line

Goods with an established reputation, made in Canada, from a lifetime of experience of actual Canadian farm conditions and requirements.

Implements designed to suit Canadian conditions. With the strength and design that only expert Canadian experience and workmanship can embody. Giving years of satisfactory service.

The line that supplies practically every field requirement of the Canadian farmer. All made, guaranteed and backed by one organization.

A line that has been consistently and thoroughly advertised in Canadian publications—backed up by catalog and folder service, by prompt repair delivery and by the principle of the SQUARE DEAL.

Plows of Every Description—Cultivators,
Harrows, Seed Drills, Plants,
Manure Spreaders, Binders, Mowers,
Rakes, Chore Machinery, Cream
Separators, Engines, Scales,
Wagons, Carriages, Sleighs,
Cutters, Etc.

Send for our latest dealer proposition and new prices.

Cockshutt Plow Company,

Limited,

Winnipeg, Regina, Saskatoon, Calgary, Edmonton.

CANADIAN FARM IMPLEMENTS

Vol. XVII., No. 12 WINNIPEG, CANADA, DECEMBER, 1921 SUBSCRIPTION PRICE IN CANADA { Per Year. $1.00 / Per Copy. 10c

Leaders in the Trade Review Business Outlook

These articles, specially written for Canadian Farm Implements by prominent executives in the Tractor and Implement Industries, bear a Message of confidence to the Western Canadian Trade.—Editor.

Real Salesmanship—The Tonic For 1922 Business

By J. B. Bartholomew, President Avery Company.

The Avery Company, Peoria, and its Canadian connections, the Canadian-Avery Company, in offering a brief year-end message and greeting to the implement. tractor and farm equipment dealers in Western Canada territory, also wish to add a word of encouragement because we believe we see a brighter light appearing before us for 1922.

We believe we can see a somewhat advanced price for wheat and other farm products, which should encourage the farmers to go ahead with more hope and enthusiasm.

While the re-adjustment period that we are passing through has brought deflations and losses to almost every kind of industry, it is largely due to the fact that we were not able to foresee its oncome until it was actually with us, but now that we are having the experience, and time to adjust ourselves to the conditions, we may expect improvement all along the line.

Farming is conceded to be the basic industry and must go ahead. The land is important but the modern implements with which to farm it are equally important. There has never been a backward step in anything pertaining to agriculture and I predict there will not be.

The day has gone by when sales can be made by scare talk such as "The price will advance on a certain date" or, "If you do order it is doubtful whether you can get the goods". Real salesmanship, undivided attention and vigorous effort have got to go behind the implement industry from now on, and, while modern implements must be sold on their merits and sold at prices commensurate with the times, the dealer and farmer must not overlook the fact that their source of supply is in jeopardy and has been operating without profit for more than a year.

Factories will continue to operate without profit until put on a new plane, which at this time cannot be anticipated, but which is not likely to be lower but, on the other hand, more likely to be higher, for it is hoped that the implement manufacturers may participate in the new activities of the farmer and the dealer and may share in such profits as may come, and, in order to do so, they must have increased prices. But until such time as this prosperity wave is surely upon us it is the logical time for the farmers and dealers to conservatively cover their requirements with contracts and orders, and this is especially true where prices are guaranteed, as they are in most instances.

Wishing every dealer in Western Canada a Merry Christmas and a Happy New Year.

The Spirit of 1922

By Finley P. Mount, President Advance-Rumely Thresher Company.

I am glad at the end of another year of the opportunity to give the dealers of Western Canada this thought:

The spirit of 1922 must be the will to work; work as we have never learned to work before.

In the dark days of 1917 and 1918 when the very foundations of civilization were threatened by a remorseless war, when the English speaking people of this continent were engaged in raising Victory Loans, Liberty Loans, Red Cross and other War Relief drives, to help save the world, our watchword was GIVE—GIVE TILL IT HURTS. So now when the consequences of this great war are being felt more keenly than ever before, our watchword must be WORK—WORK TILL IT HURTS.

The farmer must work to produce more crops at less cost than ever before. The dealer must work in season and out of season to sell more goods and give better service and do it at less cost than ever before. The manufacturer must work incessantly to build and distribute more and better machinery at less cost than ever before. And with everybody pulling together, we shall find our reconstruction troubles over before we realize it, for intelligent work has, and always will overcome all obstacles. It conquers the world. The world needs the product of our farms to-day more than ever before and has not the money to buy. But this condition can only be temporary. The world must be fed and clothed, whatever else may happen, and there are signs to-day that the world is sobering down and going to work with a will and it cannot be long till the usual channels of trade will be open and active. The usual demand for the product of our farms and factories will return to meet our supply and the hard work we now do will then have its own great reward.

With nations as with business institutions, and as with men, it is the same. The succcessful ones achieve their successes only because they hearten those of mediocre ability. This depression is the test for the survival of the fittest. Be assured the fittest will survive and it will be because they have the will to work.

The Remedy is Work

On the crowded thoroughfares of the modern city, traffic now has only two words "Stop and Go". We have certainly stopped long enough —now let's Go! I feel safe in saying we are all three in our industry going to work for 1922, the farmer, the dealer, and the manufacturer. We have all taken our losses. Now we must find a way to produce more goods and more business and do it at a lower cost; that is the kind of work that's going to count.

Liquidation of wages has gone on in the implement industry as well as in the agricultural industry and there would seem to be no sound reason why it should not also apply in the fuel and transportation industries, and until it does apply and the costs of freight and coal are reduced to a basis comparative and competitive with other commodities, the job will not be complete. But we cannot afford to wait until this job is finished before going to work ourselves.

The "1922 Business Outlook"

By C. S. Brantingham, President Emerson-Brantingham Company.

Naturally all farm machinery and equipment manufacturers are deeply interested in questions pertaining to agriculture and in the distribution of farm machinery through the dealers. They realize that the year 1921 has been a trying one for the dealers as well as themselves. However, we look forward to 1922 anticipating a substantial increase in business over 1921, for the following reasons:

(a) The prices of implements have been reduced approximately one-half of the advance growing out of the war. This reduction is fully in keeping with the reduction on all commodities, and has been done by the manufacturers absorbing the loss, which has been a very, very heavy one.

(b) Money is easier in all the great money centers of Canada and the United States. This easing in demand, together with

lower interest rates, should ultimately work out into the rural districts and increase the purchasing power of the farmer.

(c) Prices of farm products apparently have gone below normal and should recover to quite a considerable extent within the next few months.

(d) Farm machinery purchases during the past year have been very much less than normal. In fact, during the past few years, the farmers have not been buying farm machinery with the same freedom that they did in former years. At the same time, machinery on the farms is wearing out every year. The time is near at hand when the replacement of worn-out farm machinery must be considerable. This should bring to dealers and manufacturers largely increased business in 1922 over what is has been this year.

Considering all the above factors, it would certainly appear that while 1922 will probably not be as large a business year as 1919 and 1920, yet we look for it to be from 50 to 75% greater in volume than 1921. The business world is fast coming to realize that the business of agriculture is one of the great institutions, and that on its prosperity depends all other prosperity. Therefore, it cannot suffer for any long period of time without affecting seriously everything else. Consequently, our legislators and great financiers are doing all in their power to aid a speedy recovery in the prosperity of the farmer, which directly bears on the prosperity of the dealer and the manufacturer who sell to the farmer. Everything considered, we look forward to 1922 with confidence.

"He Profits Most Who Serves The Best"

By C. D. Ellis, President, Hart-Parr Company.

As the Yuletide season rolls around once again, we naturally look back over the past year in retrospection, determined to profit by our experience during this exacting period of deflation and readjustment. And as we analyze our experiences of the past year and view the readjustment progress already made, we look forward to 1922 with hope and confidence for we are surely once again on the up-grade to better and more staple business conditions.

This period of re-adjustment, while painful to us all, is after all, a wonderful thing. It has been no respector of persons; and individuals as well as corporations have been forced to forget the soft and easy business conditions of the past and get down to "bed-rock" in their business methods. Out of the business turmoil of the past year are coming men and corporations, cleansed by the fires of adversity, who will make big success in the days to come. It is a "survival of the fittest" ruthless but necessary.

The Ideal of Service

During 1922 the farmers will buy tractors and farm implements, not foolishly but wisely and well. That dealer will make the sales who has organized his business to give to the farmer the greatest service in power farming knowledge which will help that farmer make a success of the machinery he buys. The day of "wild-cat" buying and selling is past. The day of intelligent buying and selling is here. Competition will be keen, but that dealer will succeed in 1922 who is a specialist in his line; who knows how the implements he sells should be operated to give the best results and is able to pass that knowledge on to the farmer-owners so that they will understand. Then and then only will that farmer become a satisfied and successful owner who will radiate his satisfaction to his neighbors and thus start new business flowing back to the dealer who sold him not alone machinery, but **educational service** as well.

The old days of "cut-throat" sales are gone. To-day the dealer who will succeed must build his business on the proper basis of service to the farmers to whom he sells his goods. The one great fundamental to his success is the Golden Rule of modern business "He profits most who serves the best." In that spirit, this Yuletide season, we wish to all our dealer friends in Canada Christmas cheer and New Year's greetings.

Alberta Implement Dealers Held Meeting

On November 16th the Alberta Retail Implement Dealers' Association held their second organization meeting at 210-9th Avenue East, Calgary. A splendid representation from many parts of the province, and a very enthusiastic meeting is reported by W. M. Jamieson, Calgary, secretary-treasurer of the association.

The members organized a thorough system of canvassing all retail dealers throughout Alberta so that the aims and objects of the association would be kept before every man in the retail trade. The constitution and by-laws of the association, as drafted by a special committee, were adopted by the membership, and are now ready for distribution. The association will apply for a charter at the first session of the provincial legislature. Until a charter is secured the present officers will continue to serve the association. These are:

President, James Rennie, Chinook; Vice-President, Frank Murray, Claresholm; Secy.-Treasurer, W. M. Jamieson, 210-9th Ave. East Calgary; Directors: Robert Wilkinson, Blackie; D. O.Fredrickson, Castor and D. R. Morgan, Ponoka.

The aims and objects of the Alberta Retail Implement Dealers' Association as issued, are briefly as follows:

"The association is formed for the mutual benefit of all concerned in the implement trade, including the dealers and purchasers. It is aimed to place the retail implement business on a better financial basis, and to improve conditions through the promotion of better understanding and co-operation between retail dealers and farmers.

"Closer co-operation between implement wholesalers and dealers in all matters pertaining to the improvement of the implement business, such as improved service to customers, handling of free repairs, etc. To try to secure for the organization a representation in the fixing of prices, wholesale and retail, and in the construction of contracts.

"The establishment of a central office to act as a clearing house in securing price information and to assist members in moving excess stock. This office will secure legal advice and will assist members who wish to dispose of their implement business. It will act in conjunction with a special Grievance Committee on all grievances between wholesalers and retailers.

"This central office will keep in close touch with all matters pertaining to the implement trade, such as new legislation, tariffs, exchange, etc., and will use its efforts at all times to promote the interests of the implement trade. Immediate steps will be taken to secure a charter of incorporation as The Alberta Retail Implement Dealers' Association."

Will Hold Sectional Meetings

During the winter one meeting will be held at Lethbridge and one in Edmonton, at which meetings the president and secretary will attend. This will allow dealers in the south and north of the province to attend organization meetings and to express their views. It is anticipated that districts will be combined under local branches so that members can meet with little expense, and from these locals representatives can be delegated to attend general meetings.

Alberta implement dealers can obtain full information on the association by writing the secretary, W. M. Jamieson, 210-9th Ave. East, Calgary.

Advance-Rumely Manager at Regina

G. M. Malmo, formerly the Advance-Rumely branch manager at Crowley, La., has been transferred to Regina, Sask., to take the place of the late Mr. Peter Arnot. J. P. Warren, who has been acting as assistant manager at Rumley's Des Moines branch, succeeds Mr. Malmo at Crowley.

Mr. Malmo, the new manager at Regina, has been with Advance-Rumley ten years, with the exception of a year's sojourn overseas in the late war. He began his career with this company at their Minneapolis branch, and in 1916 was made assistant manager. In 1919 he accepted a position in the local sales department at La Porte, Ind., and in August 1920 was transferred to Crowley. We extend to Mr. Malmo a hearty welcome to Western Canada.

Cockshutt Plow Co. Re-elects Directors

At the annual meeting of the Cockshutt Plow Company, Brantford, Ont., held recently, the directors elected were as follows:

His Honor Lieutenant-Governor Harry Cockshutt, president; George Wedlake, vice-president and general manager; E. A. Mott, vice-president, assistant to the general manager and treasurer; F. Perry (Montreal), Sir Augustus Nanton (Winnipeg), H. W. Hutchinson (Winnipeg), Sir Lomer Gouin (Montreal), G. K. Wedlake (Brantford), James Adams (Brantford).

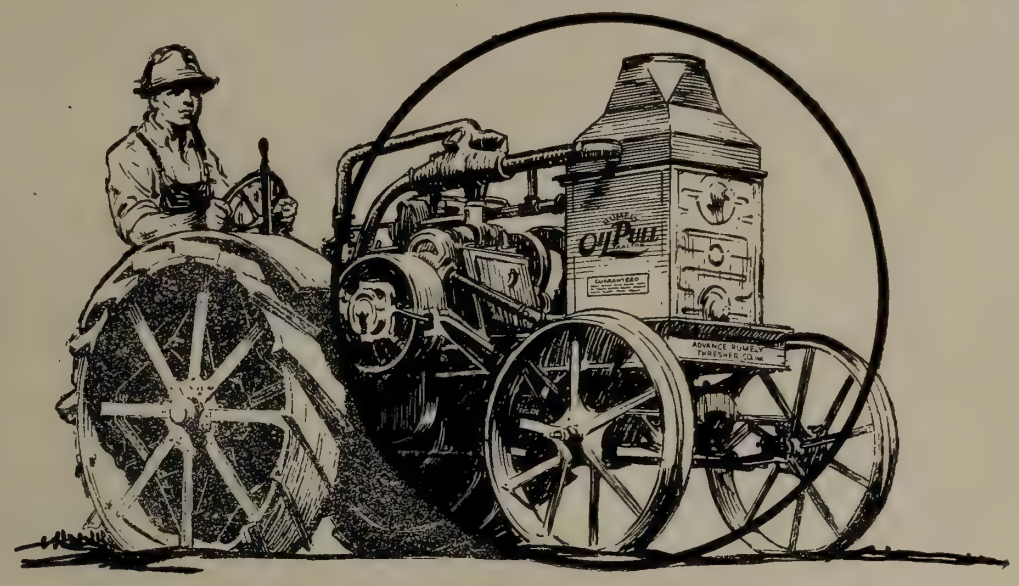
General Motors of Canada Will Make Export Models

General Motors, Limited, Oshawa, Ontario, are to undertake the manufacture of all export models for the General Motors Corporation with the exception of the Cadillac and the G. M. C. truck.

The sales organization of the corporation's export branch will also be located at Oshawa.

Already several hundred Buick, Oldsmobile and Chevrolet automobiles have been exported from Oshawa and the company have further orders on hand and are expecting more. The present equipment of the Oshawa plant gives a yearly capacity of 50,000 automobiles, and by centralization and greater efficiency production may be accelerated.

OILPULL TRACTOR



Triple Heat Control

—the final step in kerosene burning—

Now on All OilPull Tractors

ALL experts know that a gallon of cheap kerosene contains more power than a gallon of expensive gasoline. The problem has always been *to get the power out of the cheap kerosene.*

That OilPull Tractors operate on least fuel—require least upkeep expense and average 10 years and more of service is due to Triple Heat Control, a scientific system of oil burning by means of which the maximum amount of power is gotten out of cheap kerosene.

Triple Heat Control has solved the problem of controlling motor temperatures. In the famous OilPull oil-burning motor, the temperatures are maintained between those exact limits where kerosene gives most power at least expense. The motor is never too hot—never too cold. Cannot boil—cannot freeze.

Because of this scientific system an OilPull Tractor has held the Official Fuel Economy Records for 10 years. Also the OilPull is the only kerosene tractor that you can sell with a *bona fide* guarantee to burn kerosene successfully under all conditions and at all loads up to its rated horse power.

There is no doubt that Triple Heat Control—found only in the OilPull Tractor—has solved the problem of "cheapest farm power."

There is no doubt that the OilPull, with (1) lowest fuel cost,(2) lowest upkeep expense and (3) longest life, offers the farmer just the service he wants.

Triple Heat Control—the one important advance in tractor design for many years—will very soon be an important subject of discussion among farmers everywhere. You should know all about it. Our new booklet tells the story. A request will bring a copy free.

There are valuable contracts available for the progressive dealers in certain territories. Write for information about your territory.

Advance-Rumely Thresher Co., Inc.

Calgary, Alta. Regina, Sask. Saskatoon, Sask.
Winnipeg, Man. 48 Abell St., Toronto, Ont.

The Advance-Rumely line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers and farm trucks.

RUMELY OilPull TRACTOR LA PORTE IND.

ADVANCE-RUMELY

Official Report of British Tractor Trials

The official report of the British tractor trials, as held at Shrawardine was issued lately. Maximum and average pulls and travelling speeds were taken, as well as plowing data. Each tractor pulled one, two or three or more idle tractors, according to its capacity, and variations of load were made by applying the brakes on one or more of the trailing tractors. Immediately after starting, braking load was applied until the drivers or tracks of the tractor being tested began to slip. The load was then released until the wheels or tracks again took a hold. The ground was hard and dusty so that spuds did not penetrate. As a result, in all but three cases, both the maximum and sustained pull were considerably less than the tractors being tested could exert under normal conditions.

Observers followed each tractor and took measurements and data of fuel, oil and water consumption. Depth of plowing was recorded by the Watson dynamometer which also shows an average depth for all the furrows being plowed at one time.

Many of the fields in which the tests were held were level; some had severe gradients, the average gradient being one in twelve. The average drawbar horse power developed during the observed plowing tests follows, and the number of bottoms pulled are given in brackets after the name of the tractor:

Austin (3) 8.85 h.p.,; Austin(3) 11.35 h.p.; Blackstone (3) 7.37 h. p.; Case (3) 10.38 h. p.; Case (4) 10.00 h. p.; Case (6) 15.35 h. p.; Cletrac (3) 12.90 h. p.; Fiat (3) 12.00 h. p.; Fordson (2) 10.45 h. p.; Glasgow (3) 9.62 h. p.; Hart-Parr (3) 19.20 h. p.; Hart-Parr (2) 6.48 h. p.; International Jr. (3) 7.38 h. p.; Lawson (3) 9.45 h. p.; Parrett (4) 7.56 h. p.; Peterboro (3) 14.92 h. p.; Renault, wheel (3) 8.02 h. p.; Renault, track, (6) 11.38 h. p.; Samson (2) 8.48 h p.; Saunderson (3) 7.81 h. p.; Titan (3) 10.04 h. p.; Twin City (3) 12.75 h.p.; Wallis, British, (3) 9.85 h. p.; Avance (3) 7.73 h. p.; Fowler (2) 7.20 h. p.

In the plowing tests fuel costs were calculated on the basis of gasoline at 2s. 1d. per gallon (50c) and kerosene at 1s. 1d. per gallon (26c).

On account of the wide varying nature of the resistance of the land direct comparisons on the basis of acreage and fuel consumption per acre are not easily made without first reducing them to some common basis. For this purpose the average drawbar h p. developed is given and the fuel costs per draw-bar h. p. hour.

The three tables shown, which we give through the courtesy of the "Implement & Machinery Review", London, will be of interest to tractor experts in Canada. In calculating fuel costs and transforming the British currency into Canadian, a penny should be reckoned as two cents. For example, a fuel cost of 38.2 pence per acre would approximate 76.4 cents, fuel cost. Petrol (gasoline) at 2s. 1 d. per gallon equals 50 cents.

The engineer in charge states specifically that:

"It may be well to point out that the draw-bar pulls shown by the various tractors during the test don't necessarily indicate the maximum drawbar effort of which they are capable. The figures are in fact merely the average and maximum pulls recorded, and represent combined shearing resistance of the soil and the effort of hauling the dead weight of the plows.

The Committee in charge stated that in their opinion it is not practicable to select from the tractors on the market any one machine which can be declared to be the best. The method adopted was to give a tractor a certain task to perform, a task which it fairly may meet in ordinary farm work. In the farmer's report it is stated that "if any doubt existed in any farmers mind as to whether or not the tractor was capable of doing work that horses could not do; this doubt was dispelled by the trials".

In connection with the special tests on plows, the average pull per square inch of furrow section, in pounds, is of interest. Some of the averages recorded were as follows: 6.9, 6.25, 3.36, 7.0, 7.27, 6.36, 5.12, 6.56, 5.82, 7.71.

The average resistance of land per square inch of furrow section in pounds, shows great variation. The figures recorded are as follows: 8.60, 12.22, 5.26, 10.66, 5.24, 6.90, 10.32, 7.85, 11.18, 8.11, 9.63, 6.57, 8.00, 5.56, 4.89, 8.81, 4.98, 9.13, 10.96, 5.08, 7.38, 9.27, 5.92. The class of field varied, including grass land, clover lea, stubble bean and flax stubble, etc. The highest resistances were in clover lea. Tests were also made upon self lift cultivators and self lift harrows .

Cost Data from the 1921 British International Tractor Trials

Relative Work done in Actual Acres per Hour.

No.	Name.	Acres per Hour.	No.	Name.	Acres per Hour.
10	Case	1.11	5	Blackstone	0.62
8	Case	0.82	11	Cletrac	0.59
23	Parrett	0.82	15	Fordson	0.58
18	Hart-Parr	0.81	17	Glasgow*	0.54
25	Renault (Wheel)	0.79	20	International Jun.	0.53
33	Wallis (British)	0.78	3	Austin (Petrol)	0.51
24	Peterbro	0.77	1	Austin (Paraffin)	0.49
22	Lauson	0.74	6	Case	0.46
30	Titan	0.72	19	Hart-Parr*	0.45
32	Twin City	0.71	27	Samson	0.42
13	Fiat	0.69	35	Avance	0.37
29	Saunderson.	0.67	36	Fowler	0.36
26	Renault (Track)	0.64	40	Simar	0.19
			39	Service	0.12

* These Tractors had irregular plots which caused much loss of time at one headland.
Some of these Tractors worked on steep gradients (see paragraph headed "gradients.")

Relative Cost of Fuel per Actual Acre.

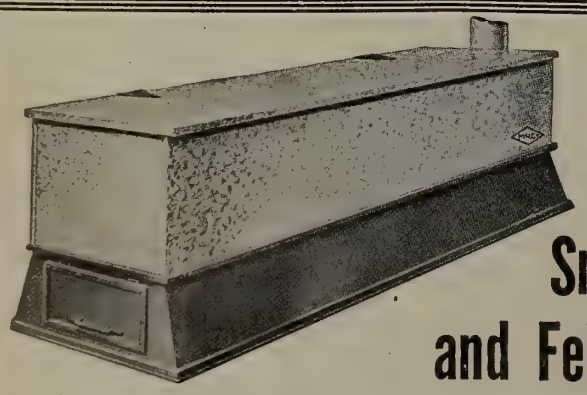
No.	Name.	Fuel cost per acre (pence).	No.	Name.	Fuel cost per acre (pence).
35	Avance*	16.0	24	Peterbro	39.8
23	Parrett	23.6	20	International Jun.	40.0
5	Blackstone	25.5	39	Service†	40.3
13	Fiat	29.0	11	Cletrac	43.0
6	Case	29.2	32	Twin City	43.9
17	Glasgow‡	30.6	19	Hart-Parr‡	49.0
33	Wallis (British)	30.9	18	Hart-Parr	53.5
8	Case	32.2	26	Renault (Track)†	55.0
29	Saunderson.	33.5	25	Renault (Wheel)†	56.3
15	Fordson	38.2	3	Austin (Petrol)†	72.0
10	Case	38.4	40	Simar†	80.0
30	Titan	38.8	22	Lauson†	80.3
1	Austin (Paraffin)	39.0	36	Fowler†	141.5
27	Samson	39.6			

* Light fuel oil at 4.66d. per gallon.
† Petrol at 2s. 1d. per gallon. All others used paraffin at 1s. 1d. per gallon.
‡ These Tractors had irregular plots which caused much loss of time at one headland.

Relative Cost of Fuel per Actual Draw-Bar Horse-power developed during Observed Ploughing Test.

No.	Name.	Fuel cost per draw-bar H.P. per hr. (pence).	No.	Name.	Fuel cost per draw-bar H.P. per hr. (pence).
35	Avance*	0.81	23	Parrett	2.61
24	Peterbro	1.27	8	Case	2.67
6	Case	1.28	30	Titan	2.72
13	Fiat	1.40	10	Case	2.78
27	Samson	1.95	29	Saunderson	2.90
11	Cletrac	2.00	20	International Jun.	2.99
15	Fordson	2.12	26	Renault (Track)†.	3.13
1	Austin (Paraffin)	2.15	3	Austin (Petrol)†	3.18
5	Blackstone.	2.16	19	Hart-Parr‡	3.42
18	Hart-Parr	2.26	25	Renault (Wheel)†	5.60
33	Wallis (British)	2.31	22	Lauson†	6.38
32	Twin City	2.44	36	Fowler†	7.16
17	Glasgow‡	2.49			

* Used light fuel oil at 4.66d. per gallon.
† Used petrol at 2s. 1d. per gallon. All others used paraffin at 1s 1d. per gallon.
‡ These Tractors had irregular plots which caused much loss of time at one headland.



'Quality First'

Eastlake Snow Melter and Feed Cooker

A strong well constructed tank that will meet the requirements of your trade, and an article which every farmer requires.

Place a Snow Melter and Feed Cooker on your floor in a conspicuous place and sales will materialize daily. The "Eastlake" Snow Melter and Feed Cooker is of superior construction to any other melter on the market. Write to-day for our descriptive literature, prices and trade discounts.

Let us have your order for a sample to-day

WRITE FOR OUR CATALOGUE "T" AND PRICE LIST NO. 33, COVERING ALL KINDS OF TANKS.

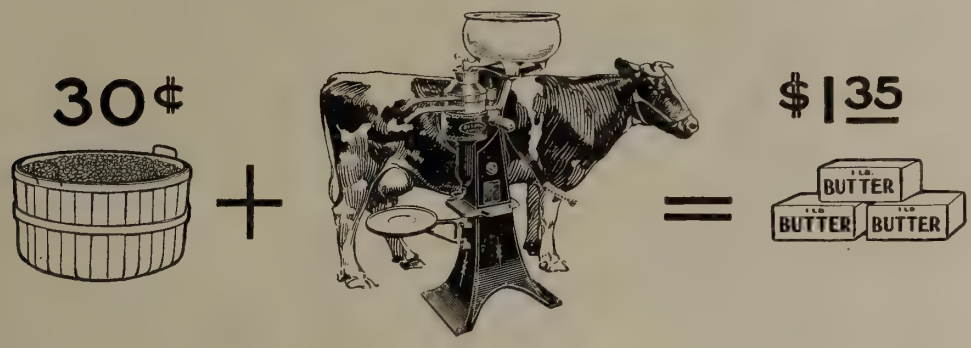
The Metallic Roofing Co. of Canada Limited
MANUFACTURERS
797 Notre Dame Ave. Winnipeg, Man.

PUMPS
AND
Clothes Reels

Made in the best equipped factory in Canada.
We make and handle pumps for all kinds of work.
We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES

North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.



The De Laval Milker

The Dairy Cow is a Godsend

In more ways than one the dairy cow is proving herself a veritable godsend.

She turns a bushel of 30-cent corn or its equivalent into three pounds of butter worth from $1.00 to $1.50. She is the most profitable means of marketing farm crops. She brings in a steady cash income. She removes less fertility from the soil than any other farm crop.

In every community where cows are milked, there you will find prosperity and De Laval Cream Separators and Milkers. Prosperity and De Laval are synonymous.

Therefore push De Laval Separators and Milkers, the most efficient, most widely used, most popular products of their kind.

De Laval Separators and Milkers are moving freely. Prices are practically on a pre-war level. They are better for the farmer to use and more profitable for the dealer to sell than ever before.

There is still room for more good live agents. If we are not adequately represented in your community, get in touch with us at once.

Both save time and eliminate drudgery twice a day, 365 days a year.

Both increase the quantity of the product.

Both improve the quality of the product.

Both are made by De Laval, the oldest, largest and best-known manufacturers of their kind in the world.

The De Laval Separator

THE DE LAVAL COMPANY, Ltd.

MONTREAL PETERBORO WINNIPEG EDMONTON VANCOUVER

Sooner or later you will sell the

De Laval

Possibilities for 1922 Trade

By A. A. Thomson

The 1921 crop will be generally marketed at a price approaching pre-war levels, while the overhead of the farmer has been but little reduced. To this fact we must attribute the present depression in the implement business, even more than to any bearing that the price of equipment may have upon demand.

When wheat sold for $2.50 a bushel and over, and hay was selling for $25.00 a ton the farmer was not loath to pay $300 for a binder or $200 for a drill. But when conditions cut the amount the farmer receives for his products in half, a 20% reduction in the price of what he buys may not tend to promote the stimulus that we hope for in the industry.

It must be admitted that the advance in the price of farm equipment announced early in the season, however necessary it may have been in a sense, was a psychological mistake. We fully realize the difficulties which manuturers have to confront, but these the farmer does not, and did not, understand. He was antagonized by an advance in price when things looked worse for him than they had been for six years.

Eventually the advance had to be removed, and further reductions made. Just how much improvement would have followed the general reduction to present levels, had it been made early in the season, is hard to say. The trade, however, were met by a spirit of defiance on the part of customers. The farmer borrowed, repaired and carried on somehow; he did not buy where he could do without.

Dealers' stocks will in many cases prove this fact, and it would seem that small reductions from time to time only prolong the agony. If business in general is to be reestablished it would seem that the losses incident to conditions must be taken, or demand will be retarded by the slow and painful process of high prices and few sales until present stocks are disposed of.

Economists agree that so long as the farmer's cost of production is out of harmony with the market value of his products industrial activity will be retarded. The purchasing power of the farmer must be increased, either by the decline in value of all commodities essential to farm operations, or by the increased value of farm products.

It is of little avail to tell the farmer that eventually all prices will reach the same level, and that sometime his bushel of oats or hundred of beef will buy as much as it once did. He simply retaliates that he will wait until that time before he buys what he absolutely cannot get on without.

The Margin of Safety

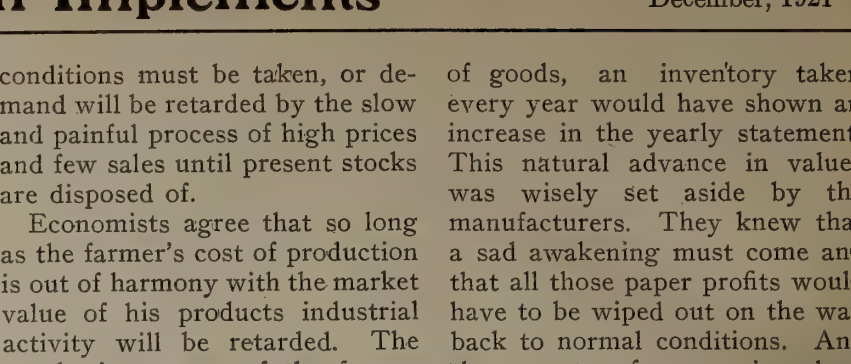
But to turn to the reverse side of the case: If the implement manufacturer, for example, had closed his plant in 1914 and had not sold another dollar's worth of goods, an inventory taken every year would have shown an increase in the yearly statement. This natural advance in values was wisely set aside by the manufacturers. They knew that a sad awakening must come and that all those paper profits would have to be wiped out on the way back to normal conditions. And the reports of companies show that not only have the surplus of the war years been wiped out, but, in addition ,actual losses had to be taken.

The point is that while many farmers who were starting up might have had no surplus to save, as a whole few farmers laid aside a margin from the fat years to take care of their interests in lean years which every man who was not a fool realized must come. They bought land—too much land. They invested over heavily in cars. While no man has a better right than the farmer to a car, is it reasonable to consider the millions of dollars which have been spent in high priced cars by the agriculturist. In the

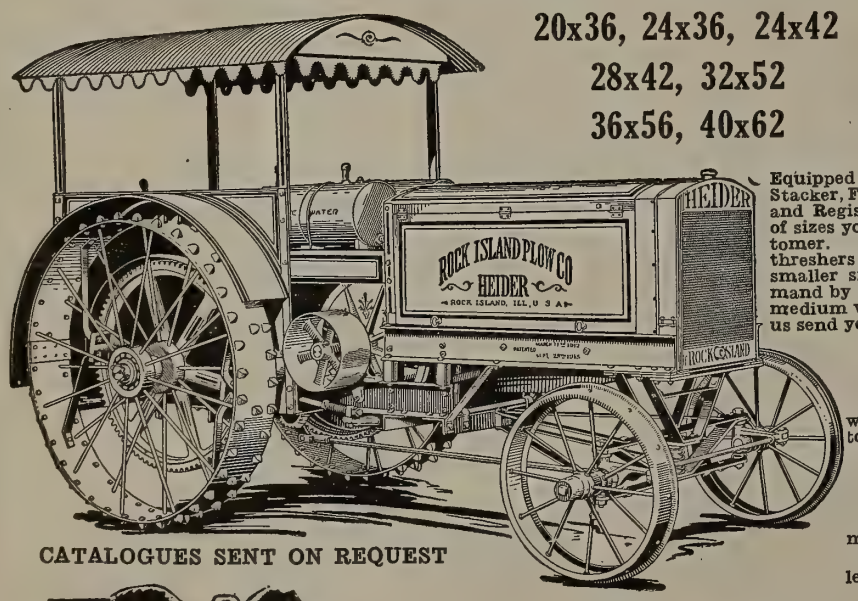
Dealers:---Represent the "WATERLOO" Line during 1922

"Waterloo" Champion Separators-- Seven Sizes

20x36, 24x36, 24x42
28x42, 32x52
36x56, 40x62



Guaranteed Grain Savers



Equipped complete with Wind Stacker, Feeder, Wagon Loader and Register. With our range of sizes you can suit every customer. Canada's foremost threshers for over 60 years. The smaller sizes are in great demand by owners of light and medium weight tractors. Let us send you our 1922 sales offer

CATALOGUES SENT ON REQUEST

HEIDER TRACTORS-- 12-20 & 9-16 Horse Power

Have fourteen years field work behind them. Time-tried and proven. Seven speeds, forward or reverse, all with one motor speed and one lever, for haulage or belt work. No gears to strip. 15 to 20% fewer parts. Use gasoline or kerosene without carburetor changes.

"Rock Island" Tractor Plows and Discs

Nos. 9 and 12 Tractor Plows work perfectly with any tractor. Have the famous CTX moldboard. In quality and value they meet any competition. 2, 3 or 4 bottoms.

The No. 38 Tractor Disc is a fast selling line for you. Gangs work independently. All levers operative from tractor. 8 and 10 foot sizes.

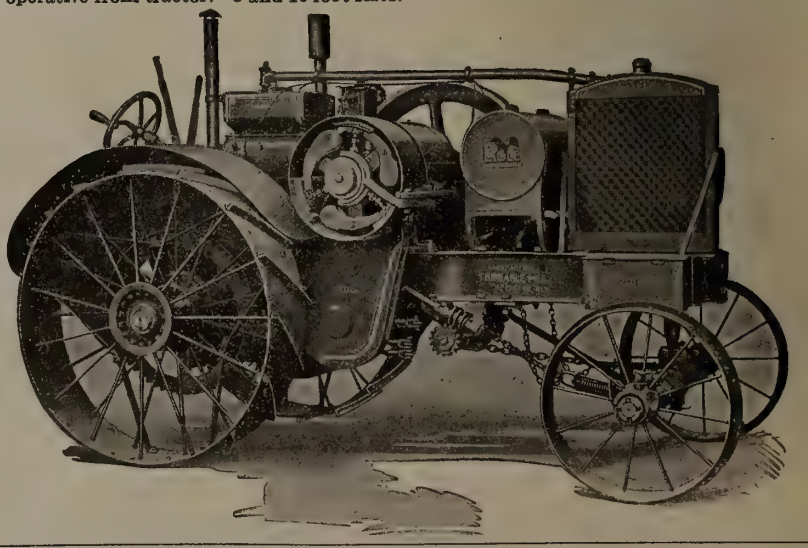
EAGLE

Farm Tractors

12-22 H.P. 16-30 H.P.

THE SIMPLEST TRACTOR BUILT

The dealer's biggest tractor opportunity for 1922. Unequalled for enduring service under any conditions. Note the large, wide-faced belt pulley. The Eagle is a wonderful belt power plant. Smooth, steady haulage power. Horizontal, twin cyl., valve-in-head slow-speed, heavy duty motors. 12-22 is 7x8"; 16x30 is 8x8". Use gasoline or kerosene. Hyatt equipped; Dixie ignition, impulse starter.



"WATERLOO" STEAM ENGINES--16, 18, 22 and 25 H.P.

The most economical and best built steamer on the market. Perfect design. High pressure boilers. Great steam capacity. Smooth running, flexible power for plowing or threshing. Ask for catalog.

We Manufacture and Distribute: Kerosene Tractors, Tractor Plows, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers' Supplies, etc.

The Waterloo Manufacturing Co. Ltd.

REGINA PORTAGE LA PRAIRIE SASKATOON

Alberta Distributors: United Engines and Threshers Ltd., Calgary and Edmonton

United States this year the farmers spent 478 million dollars in new cars and one billion, six hundred and ninety-four million dollars in car upkeep. For the year ending July 31, the Ford Canadian company produced 46,832 cars—but the farmer has in many cases got beyond the Ford class.

It was merry spending, and now under the fundamental law of supply and demand many a farmer is left without any surplus on his balance sheet to wipe out. The 1921 crop will yield but little cash to purchase new equipment or to liquidate outstanding obligations.

The Value of Essentials

The peculiar fact is that the farmer bought his cars and paid for them at the rate of from 50 cents to a dollar per pound weight, yet never called the automobile maker a profiteer. Yet according to use and want, when asked to pay for an implement that sells for about eleven cents per pound weight—about the per pound price of a stove—he calls the dealer and manufacturer extortionists, even when getting one or two years time in which to pay for the tool, during which it may be safely said the implement will largely pay for its investment.

What of Demand

The lining to the cloud must appear somewhere, and at present it lies in the fact that the farmer comes to a time when he positively must buy. The farmer is, in many cases, under-equipped in an implement sense. A gradual increase in purchasing of implements should be felt, for the consumer has held off as long as he could and has come to a point where investment is essential.

What the increase in volume will be no man can say, but the assumption of some dealers that price reductions will not sell implements is without foundation. We may object to the prices of shoes, but when we have to have them, we buy them. So it is with good implements. The farm equipment market has not been oversold, for we question if the farmers of Canada have bought their normal requirement of implements since 1914.

We cannot accept 1921 as a comparison for all years until normal relations obtain between the prices of farm products and manufactured goods. Taking implements as a whole, about one half of the war time advance has been cut off, and in cases the machines are back at pre-war level. In such cases the bushel of wheat of to-day will buy as much implement value as it did in 1913.

We must recollect that as long as freight rates stay at present levels they will have a marked effect upon the price of farm machinery The piffling reduction made last month is useless unless it be regarded as an un-promising start to reasonable freights. In the re-adjustment of values labor will have to make its contribution by lower wage scales, more hours and better service. Business as a whole will have to make something like the sacrifice the farmer has had to make.

Getting The Business

The dealer to-day has prices for 1922 to work on, and the only solution seems to be to adopt sales efforts which will make the past look like an age of "order-taking". Intensive sales effort will be essential. The sales will not come to the store; the dealer must go and get them. Sales effort, local advertising, using his mailing list, display and demonstration of the goods,—all these will help. Back up your sales talk by facts, knowledge of the goods and knowledge of what your community needs The marketing and distribution of implements is a matter of vital concern to the prosperity of Canada, and the service of the dealer is a most important factor in distribution.

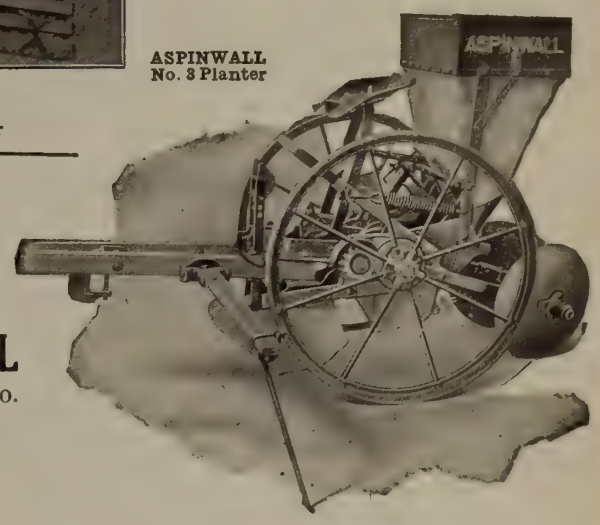
ASPINWALL
POTATO MACHINERY

ASPINWALL Potato Cutter

BUILT of same HIGH-GRADE, FIRST-CLASS MATERIAL and WORKMANSHIP as furnished in the past--machines that will sustain our

ESTABLISHED REPUTATION

ASPINWALL No. 3 Planter



FIRST SUCCESSFUL AUTOMATIC Potato Planter was an

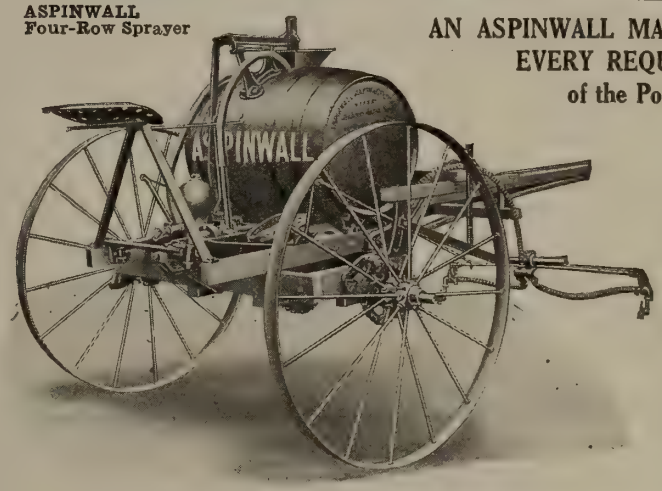
ASPINWALL

and our present No. 3 Machine is still acknowledged

LEADER

OUR 1922 CONTRACTS AND PRICES ARE NOW READY
WRITE FOR CATALOG AND AGENCY PROPOSITION

ASPINWALL Four-Row Sprayer



AN ASPINWALL MACHINE for EVERY REQUIREMENT of the Potato Grower

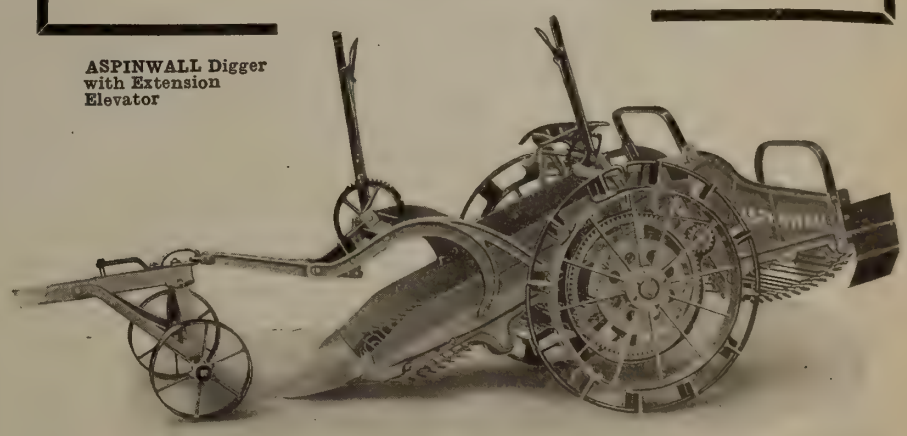
Cutters
Planters
Sprayers
Diggers
Sorters

WORLD'S OLDEST AND LARGEST MAKERS OF POTATO MACHINERY

Aspinwall Canadian Company Ltd.

GUELPH, ONTARIO, CANADA

ASPINWALL Digger with Extension Elevator



Vessot Feed Grinders

"S.V."—The Sign of Value

TRADE MARK S.V. REG.

Look for the "S.V." mark—the sign of value,—on genuine Vessot plates. For light draft and efficiency in doing work, you can sell no better grinder. We wish to announce that there has been a substantial reduction in the prices of our Grain Grinders since Sept. 29, 1921

Vessot plates have never been equalled for quality of grinding and wear. Ask us for free literature on this line. We make six sizes for farm work; three sizes for mill work; 6½ to 15 inch plates. Capacities 5 to 130 bus. Manufactured by:

S. VESSOT & CO. JOLIETTE, QUE.

Sold exclusively in Canada by

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD
HAMILTON CANADA

The Nearest Branch Can Supply You

WESTERN BRANCHES — BRANDON WINNIPEG, MAN., CALGARY EDMONTON LETHBRIDGE ALTA ESTEVAN, N BATTLEFORD, REGINA, SASKATOON YORKTON, SASK.
EASTERN BRANCHES — HAMILTON LONDON, OTTAWA, ONT., MONTREAL, QUEBEC, QUE., ST JOHN, N B.

With the Manufacturers

Organizing a company, R. T. Parrish and others, of Dayton, are preparing to manufacture a two-way tractor plowing outfit.

The Moline Plow Co., Moline, Ill., is planning to resume operations early in December at its tractor plant when 200 men will be put to work.

The Milwaukee Washing Machine Co. has been incorporated at Clinton, Wis., with a capital of $50,000. The company has purchased a factory at Clinton.

Wesley B. Pusey formerly Tractor designer for the Hart-Parr Co., Charles City, Ia., has become Sales Engineer for the S. K. F. Industries, Chicago.

The Holt Power-Light Co., recently was incorporated under Delaware laws with a capital of $2,000,000. It will manufacture farm electric plants.

Arthur M. Sedgwick, who has been connected with the advertising department of the Avery Co., Peoria, Ill., has resigned to accept a position on the Peoria Transcript.

Sunnyhome Electric Co., unit of the General Motors Corp., is to be consolidated with the Delco Light Co., another General Motor unit. Each makes farm electric plants.

The motor truck building of the Stoughton Wagon Co., Stoughton, Wis., was destroyed by fire Nov. 14. About twenty trucks were burned. The loss is estimated at $400,000.

The Imperial Steel and Wire Co.,. Ltd., are now manufacturing hexagonal poultry netting at their new plant in Ontario. Other products of this company are barbed wire, bale ties, wire nails, etc.

The business of the Giltner Implemnt Co., Minneapolis, founded by C. E. Giltner, has been taken over by A. E. Thompson, heretofore assistant manager of the J. I. Case Plow Works, in Minneapolis, Minn.

Allis-Chalmers Mfg. Co., Milwaukee, Wis., has published a new circular descriptive of its 12-20 and 18-30 tractors. This is for general distribution, and will be mailed to dealers and others interested upon request.

J. I. Case Threshing Machine Co.'s St. Louis branch now is housed in its new building recently completed. It is at Forrest Park Boulevard and Boyle Avenue, and contains 45,000 sq. ft. of floor space.

The Ford Motor Car Co., Detroit, Mich., has obtained the authorizaton of the Inter-Allied Commission to ship 100 Fordson tractors to Germany. These will be sent from the plant at Cork, Ireland.

After more than four years passed in development work the Holt Mfg. Co., Peoria, Ill., and Stockton, Cal., announces its new small 2-ton tractor. This is the product of the Stockton factory and will be known as the T-35 Caterpillar.

Reductions ranging from 25 to 30 per cent.. according to size, on cream separators, have been announced by the Sharples Separator Co., of West Chester, Pa. Concomitant reductions on separator repairs are 25 to 50%.

C. A. Paquet, president and general manager of the National Farm Machinery Co., Ltd., Montmagney, Quebec, recently announced that his company placed an issue of bonds to the amount of $4,000,000 for development purposes.

The Durant Motors of Canada, who purchased a factory site recently at Leaside, Ont., have been incorporated under provincial charter with an authorized capital of $2,000,000, and expect to reach the production stage by March 1922.

R. S. McLaughlin, President of the General Motors Co. of Canada, accompanied by his wife, sailed for England to attend the Olympia Show at London ,where cars made by General Motors will be on exhibition.

P. A. Tanner, well-known in the tractor and gas engine industry, through his association with the Sumter Division of the Splitdorf Electrical Co., as advertising manager and secretary, has recently joined the Quick Action Ignition Co., of South Bend, Indiana.

The Improved Farm Machinery Co. has been incorporated at Winnipeg with a capital of $500,000. Their charter calls for the production and sale of all types of implements. Among the incorporators are: E. R. Fraser, S. H. Price, W. Grassie, Henry Rustad, J. H. Bates and others.

The Anglo-American Motors, Limited, have been incorporated for the manufacture of the La Marne car in Canada and are building a plant in Trenton, Ont., for that purpose. The La Marne car was designed by Francois Richard, of Paris, who has had 26 years' experience with automobile manufacturers in France and the United States.

The Maytag Co., Newton, Iowa, has adopted as standard equipment on their Multi-Motor washing machine the Quick Action magneto, manufactured by the Johnson Motor Co. of South Bend, Ind. The Quick Action magneto, which the Maytag Co. has been using as optional equipment for some time, replaces the former battery equipment.

The Cyclone Fence Company of Canada, Limited, who recently secured a Dominion Charter, have selected Hamilton, Ontario, as the location of their Canadian factory. The Canadian Company are a branch or subsidiary of the Cyclone Fence Company of Waukegan, Ill., the largest manufacturers of ornamental and industrial wire and iron fencing in the United States.

Price reductions, ranging from $100 on closed models to $235 on the touring car and roadster, are announced by the Hupp Motor Car Corporation, effective immediately.—The Midwestern Tractor Wheel Co., Detroit, Mich., has been incorporated with a capital stock of $1,000,000 to manufacture a patented tractor wheel with adjustable cleats. A factory to cost $250,000 will be erected at Amherstburg, Ont.

Hart-Parr Sales Manager Visited West

We recently had a visit from John P. Gregg, Northwestern sales manager of the Hart-Parr Company, Charles City, Iowa. Mr. Gregg was enroute home after a six weeks' visit to the West.

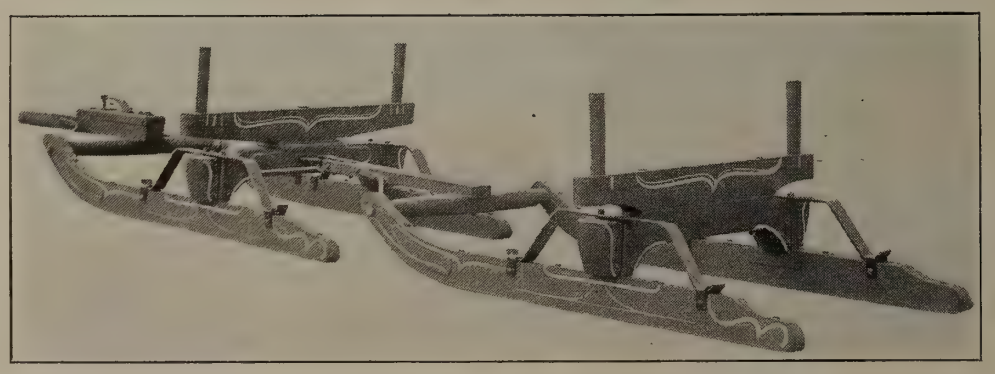
Mr. Gregg reports that his company have completed arrangements for the distribution of their tractors in the West next year with the following firms: In Alberta, with United Engines & Threshers Ltd., Calgary. In Saskatchewan with the Saskatchewan Grain Growers. In Manitoba with the Hart-Parr Co. of Canada, Winnipeg. In Ontario with the John Goodison Thresher Co., Sarnia.

Despite present conditions Mr. Gregg found satisfactory results from his visit. He is firmly convinced that the West Canadian farmer is absolutely sold on the tractor as an economical means of doing the work faster and better. He however believes that our banking system should do more to help the farmer to improve his position at present.

Lots to Sell Yet

To-day only 3.6 per cent. of the 6,448,366 farms of the United States are equipped with tractors. Only these 3.6 per cent. are on the road to complete "powerization".

Woodstock Sleighs Give Value and Service



Woodstock Sleighs are the quality results of long experience in sleigh building. Only the best materials are used. All wood parts are heavy enough to insure good carrying capacity. They offer your customers maximum sleigh value at a reasonable price. For full particulars and sales proposition, address our

Western Representatives:

ANDERSON-ROE, CO., LIMITED
Winnipeg and Regina

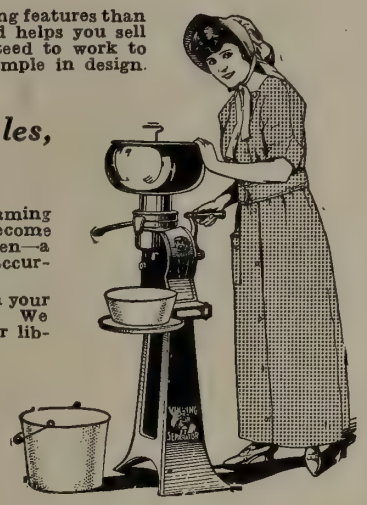
D. SMITH
312 17th Ave. West, Calgary

Woodstock Wagon & Mfg. Co., Ltd. Woodstock, Ont.

VIKING CREAM SEPARATOR

Will Make You More Profit with Less Effort in 1922. Get the Agency

Here is the cream separator that has more selling features than all other separators combined. Every Viking sold helps you sell others. They skim to perfection and are guaranteed to work to 3/100 of one percent or better. Easy to clean. Simple in design. Unsurpassed in quality.



Quick Turn-Over, Repeat Sales, Satisfied Customers

The Viking Straight Disc has the longest skimming surface of any disc ever made. Discs never become separated but clean in a moment. Easily driven—a child can operate it. In mechanical finish and accuracy the Viking stands alone.

If you want to control the separator business in your territory next year, now is the time to write us. We will show you how Viking value assures sales. Our liberal sales propositon will appeal to you. Do not delay. Write at once.

Direct Factory Representatives for Western Canada

Swedish Separator Company

William and McPhillips St. Winnipeg, Man

Have You Used The Boy and Slate

IF you have not and you do not know all about this wonder-working, sales producing life size Boy and his big Slate – there's something you have missed. Let us explain this Boy and Slate Sign. The particulars will not cost you anything– and they should be in the hands of every garage man and every dealer in gasoline, oils and lubricants. Write one of these En-ar-co branches.

Address Dept. "C.F.I.12"

CANADIAN OIL COMPANIES LTD.

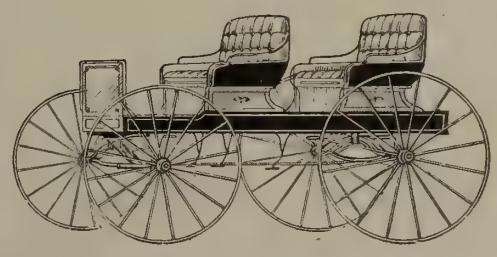
Branches;

Toronto, London, Montreal, Quebec, St. John, Halifax, Winnipeg, Regina, Saskatoon, Edmonton, Calgary.

DO YOU KNOW

that there is a Growing Demand for

BUGGIES and WAGONS



LET US SERVE YOU

WE HAVE THE QUALITY, STYLE and PRICE

and will be pleased to send You our Catalogue and Price List upon Request.

We Manufacture a Full Line to Meet all Requirements

DOMINION CARRIAGE Co. LIMITED

MONTREAL, Que.

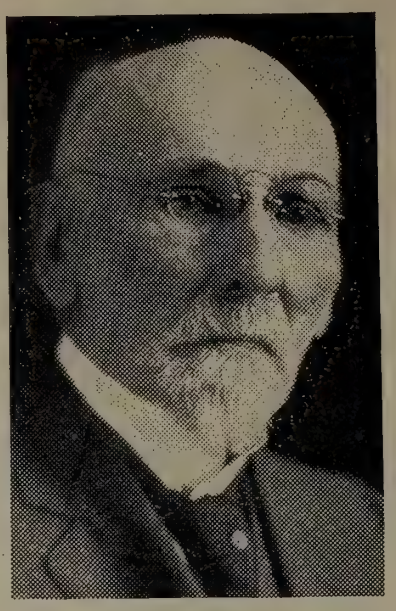
Robert McLaughlin, Pioneer Carriage Maker Dead

Robert McLaughlin, founder of the McLaughlin Carriage Company, died at Oshawa, Ont., on November 23 after a brief illness. The late Mr. McLaughlin had celebrated his 85th birthday on November 18th. He was born on a farm near Enniskillen, Ont., and even as a young man spent his spare time in making axe handles, whiffletrees, doubletrees and other farm necessities.

In 1869, at the age of thirty-three, he decided to leave his 50-acre farm, so in that year he built a shop in Enniskillen and started business with a staff of a carriage maker, a blacksmith and an apprentice, with himself as manager, designer and painter.

Intitial steps were taken and the McLaughlin Carriage Co., Ltd., was formed. Carriages, buggies, wagons and cutters were to be the production of the little shop. It was an uphill fight, but in 1872 the factory staff consisted of eight men and the demand kept growing. In 1877 Mr. McLaughlin decided to exhibit his carriages at a United County Fair at Bowmanville, and his three entries took first prizes and were sold for good prices. Time passed and it was felt that a railroad town was necessary for the business, so in 1879 Mr. McLaughlin moved to Oshawa with all his employees, and erected a building now known as Brook's Livery.

In 1893 Mr. McLaughlin reorganized the business and took into partnership his two sons, George and R. S. McLaughlin,



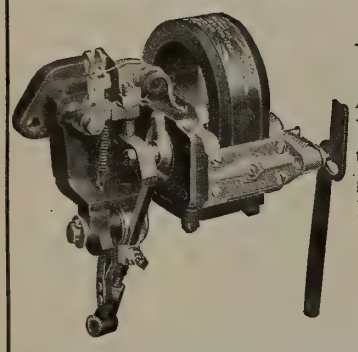
ROBERT McLAUGHLIN

following a thorough training they had received in the business. Mr. McLaughlin started in business determined to build quality vehicles. In spite of killing competition he refused to cheapen his production. In 1888 a wholesale policy had been decided upon and the products of the firm increased steadily in popularity. Mr. McLaughlin invented and patented a new type of buggy gear which possibly did more than any other factor to establish the McLaughlin vehicles in a national sense. Other designs new to the trade were developed; new tops were featured; brass and rubber washers were introduced and the McLaughlin buggy became known for its quality and easy running features

The quarters on Simcoe street became too small and the firm acquired an old furniture factory. Very shortly even this building became inadequate to accommodate the business which increased by leaps and bounds. In 1899 the entire factory was destroyed by fire, but undaunted the firm arranged for R. S. McLaughlin to transfer the employees to Gananoque where a carriage plant was secured. By great efforts the demand was filled, and in a year 3000 jobs were turned out

In 1900 R. S. McLaughlin moved back to Oshawa and the company occupied the new and larger premises which are still utilized in the production of cars. Methods of transportation were changing and the automobile was becoming popular.

With the coming of the motor car the firm decided to enter the field of car manufacture. In 1907 the McLaughlin Motor Car Co., Ltd., was formed with R. S. McLaughlin as president, G. W. Mc-



Keep the Engines in Your Territory Running

All makes of Magnetos repaired and remagnetized We stock the best magnetos in America for car, tractor and engine ignition, and a complete line of genuine parts for all systems. Prompt service. Reasonable charges. Satisfaction guaranteed.

Licensed Factory and Repair station

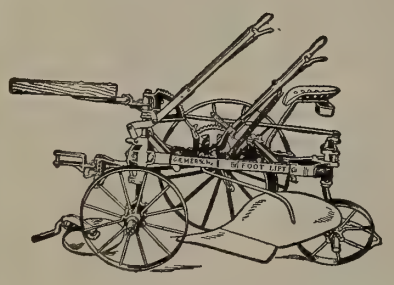
Acme Magneto & Electrical Co. Ltd.

148 PRINCESS ST : WINNIPEG, MAN.

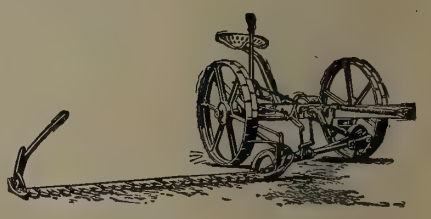
The Foremost Electrical Repair Shop in Canada

Sell E-B Implements

To Experienced Farmers



Twenty-two years ago E-B Farm Machinery was introduced into the Western Provinces of Canada. The "Emerson" Foot Lift Plow and "Standard" Wide Cut Mower, and other E-B machines, were immediately accepted as leaders because they were easier to handle, lighter draft, and more durable than other makes.



Corn Binders
Cultivators
Gas Engines
Grain Binders
Grain Drills
Harrows
Hay Loaders
Listers
Motor Cultivators
Mowers
Planters
Plows

Canadian farmers, as well as those who have used E-B implements in the States, do not have to be convinced of the quality of these time-tested machines. They are eager to equip their farms with tools bearing the E-B trade mark of quality.

The dealer who is determined to increase his business with discriminating farmers, should stock the E-B Line *now*. E-B prices have been materially reduced; in fact, to a point where it is more profitable for a farmer to buy new machines than to repair old ones.

He realizes, as never before, that efficient machines and methods are essential to success, and he will buy what he needs.

Potato Diggers
Potato Planters
Rakes
Reapers
Ridge Busters
Spreaders
Stalk Cutters
Threshers
Tractors
Tractor Plows
Vehicles
Wagons

Write now for further information

Emerson-Brantingham Implement Co.

INCORPORATED

Established 1852 **ROCKFORD, ILLINOIS**

Canadian Distributors

Anderson-Roe Co., Ltd.

Winnipeg Regina Calgary

Laughlin as treasurer and O. Hezzlewood as vice-president. R. McLaughlin, although seventy years old, joined the company as a director.

In 1915 the McLaughlin Carriage Co. decided to devote the plant and facilities in Oshawa entirely to the production of motor vehicles. They therefore sold out the vehicle department of the organization to Carriage Factories Limited, which firm have manufactured McLaughlin vehicles since that date.

In the same year the Chevrolet Motor Comany of Canada was formed with G. W. McLaughlin president, G. W. Hezzlewood as secretary, and R. S. McLaughlin as treasurer. The carriage plant was re-arranged and adapted to the production of Chevrolet cars. In 1919 the McLaughlin Carriage Co., ceased to exist as an active company. Since 1869 the company had manufactured approximately 250,000 carriages, buggies and sleighs. Their reputation for quality goods was established; the company was at its zenith. In 1919 the McLaughlin interests were merged as a unit of the greatest automotive industry in the world, General Motors Corporation. The amalgamation took place with the McLaughlin organization becoming a unit of General Motors of Canada Limited, a ten million dollar corporation. R. S. McLaughlin being president and general manager and Geo. W. McLaughlin vice-president.

The interest of Robert McLaughlin in the organization continued, and until a week or two prior to his death he visited the offices daily, keeping in touch with the progress of the business The favorite recreation of the deceased gentleman was portrait and landscape painting, and his pictures would do justice to any leading artist. So ended the life of the pioneer in Canada's vehicle industry, a man who after a life of untiring effort saw his business develop into a vast national institution. He was admired and respected by all, and had an infinite capacity for forming enduring friendships.

An Ontario Motor Show

The opening motor show in the Dominion this season will be the National Motor Show of Western Ontario, to be held in London, from January 30th to February 4th. Passenger and commerical cars and accessories will be exhibited. The show will be held under the auspices of the Automobile Retailers' Association. T. C. Kirby is manager.

farming is a three-heat race with time

1. Soil Preparation
Soil preparation must be done well and at the proper time or the plants wont make good growth

2. Seeding
Seeding must be done at the best time or there will be low crop yields

3. Harvesting
Harvesting must be done just when crops are ready for harvest or the loss may be large

At these three periods the Tractor is necessary for quick, thorough action and best results

If a farmer could plan in advance just when he would start seeding wheat—just when he would start cutting wheat—and just when he would thresh—and if he could proceed with his program, as each step came due, without interference from the weather, farming would be much safer and simpler.

But every farmer knows that farming cannot be definitely programmed in advance. At those three peaks of farm activity—Soil Preparation, Planting and Harvesting—the farmer is engaged in a desperate race with time, to take advantage of the favorable periods of weather Nature so capriciously distributes.

The Farmer With The Tractor Always Wins

The Tractor enables the farmer to compress the greatest accomplishment in the least space of time; to "make" or save a crop when otherwise it would be a failure. That accounts for the tremendous growth in the manufacture of Tractors and Tractor-operated machinery, which in 1920 was 62% of all the manufacturing in the implement lines.

The Seventh National Tractor and Power Farming Show, Minneapolis-St Paul, February 6 to 11, 1922, will bring together everything of interest in the Power Farming Industries, with a comprehensive exhibition of allied Implements and Accessories. Every Dealer in North America should be present.

Don't Be a Horse-Drawn Dealer in a Power-Farming Age

Plan NOW to Attend the Great Tractor Show
Minneapolis ~ St. Paul ~ Feb. 6th ~ 11th

Christmastide

Only a few more days and we will again celebrate the Christmas season. We will be on the threshold of a New Year and seldom has the farm machinery industry faced a year wherein the outlook seemed less propitious. The past crop season opened most auspiciously, save for the depression that followed the decline in the value of farm products. Crop conditions were excellent and all looked forward to the magnitude of the yield off-setting to some extent the lower prices that represented crop values.

Then owing to weather conditions the situation changed and the heavy rains had a marked effect upon the situation. Damage was done, and lower grades meant lower prices still for the farmer. Autumn came and with it an unsatisfactory condition as regards settlement for goods sold, which still obtains. The farmers who did not husband their resources during the war years are naturally hard hit, and this has had a bad effect upon the prosperity of the implement trade.

The average implement dealer is a man who has learned to take the kicks of adversity with a stout heart. To-day the dealer faces a task which is fraught with difficulties and financial losses. His problems in the year ahead will be many, and the man who carries on his business on the proper basis will be likely to pass through this period of liquidation with least hazard to the life of his enterprise.

One thing at this season we remember, and that is that we have another Christmas when Peace is not a mere name but an actuality. The greatest conference to obtain peace between nations is in session. The problem is before the massed intellect of civilized nations, for every man will agree that we can no longer face a situation where 93 per cent. of every dollar of taxation is used to pay for past wars and to prepare for future conflict. The time had come when the swords must be beaten into plowshares—or there will be no plowshares required. Warfare has become an economic impossibility.

With all our business worries Christmas is a time when we should endeavor to forget our tribulations. However insistent they may be, there is much in our lives for which we should be thankful. To-day the world wants more of the real spirit of Christmas; more good will, more faith and keener understanding would do much to smooth away the ravelled skein of troubles.

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS, VEHICLES, ENGINES, AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG. WINNIPEG, CANADA

Eastern Canadian Offices:- J. B. Rathbone, 95 King St. E. Toronto; 317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

$1.00 per year in Canada: Foreign $1.25 per year Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, DECEMBER, 1921

With this issue we complete our seventeenth year of publication as western Canada's only implement and tractor trade journal. We have endeavored in every issue to keep before the trade all that develops in connection with the farm equipment industry. We have tried to maintain and improve our service to our readers despite conditions which effect the publishing business adversely

To our loyal advertisers everywhere we extend our thanks for the business extended us. They are assured of our co-operation in the coming year so that they may promote and increase the demand for their lines through the most efficient and economical channel —the retail dealer. To one and all—dealer, jobber and manufacturer, we extend our heartiest greetings and our wish is that in 1922 your efforts may bring each firm and individual full measure of reward.

A Cut in Freight Rates

Following an order by the board of railway commissioners, a general reduction of 10 per cent. in freight rates on all roads under their jurisdiction went in effect on December first.

The reduction is not a straight 10 per cent. but is deducted from the increase in rates made effective December 1920, when increases of 40 per cent in the East and 35 per cent. in the West made effective Septmber 13, 1920 were reduced to 35 per cent. in the East and 30 per cent. in the West. The new order further decreases freight rates to a basis of 25 per cent. in the East and 20 per cent. in the West above the rates prior to the first increase in September, 1920.

The new tariffs should have some effect upon the landed cost of implements to the dealer. They were, however, put in force after the profitable season of grain haulage had ended, so that the farmer did not benefit as regards crop receipts.

Calves and Cream Separators

In connection with the increasing demand for dairy equipment there is one salient fact that the dealer should preach to his customers.

Milk is produced from cows, and cows are grown from calves. And in order to raise calves it is necessary to have a cream separator .

Every farmer should be raising a few calves, for it is only in this way that cow population can be increased. Moving cows from one section to another is simply shifting production, and does not increase the sum total of milk production by one pound. More attention must be given to calves and cream separators.

Associated Effort

In our suggestion last month that the wholesale implement associations in the Canadian West should co-operate by the formation of a central organization to combine the trade in all Western cities, the idea is that such an association could do much to develop the possibilities of power farming.

While individual tractor manufacturers have done much to develop the possibilities of power the machine must necessarily come first. Selling the power farming idea is an incidental. We submit that if the power farming machinery business is to grow on a broad, substantial basis the economy, efficiency and utility of power farming equipment should be brought home to the farmer so as to convince him that he can do work quicker, better and more cheaply. Such educative work is needed to-day.

All arguments to the contrary, the farmer still believes that he is charged a much too high price for farm machinery. Why? Simply because beyond the efforts of the individual retail dealer the farmer has never had it clearly explained how production and selling costs has risen; or how small a per centage farm equipment advanced as compared with other commodities. Why should the idea be allowed to remain when through farm press bulletins and other means the wholesale interests can not only educate the farmer in the power farming idea but also explain what has constituted implement prices.

Such an association need not consist solely of tractor and tractor equipment men. Every item whether its motive power be engine or horse is farm power machinery, and a West Canadian power farm equipment association is what is needed if like all other lines of business we are to co-operate to improve business in the year ahead.

Women's Rights on the Farm

Now that the farm women of Western Canada have equal suffrage, and a deep interest in all things political, we believe that they should combine to draw up a bill of personal rights. True, men have more than enough feminine rule, as a whole, but the platform we submit should be endorsed by every farm equipment dealer. On the basis that what is good for the goose should be good for the gander, we suggest the following platform for farm women:

Whereas, we as farm women, are a power in the land, by virtue of the vote and personal value, we demand the following:

A power washing machine for every harrow cart bought on the farm.

A water system and bath tub for every tractor on the farm.

A lighting plant and electric iron for every automobile that is used.

A stationary engine to drive the cream separator, washer, etc., for every riding plow in use.

A kerosene cook stove for every windmill. Running water and a sink for every hay and litter carrier.

A fireless cooker for every potato planter, and an ivory bedroom suite for every manure spreader used on the farm.

Our share of the farm income, not to exceed 75 per cent.

So far that looks good, although the ladies may be disappointed regarding their share of the farm income.

Business Changes—Personal Items

A. Pepin has opened a harness business at Gravelbourg.

G. S. Webster has opened a garage concern in Winnipeg.

The Auto Tire and Vulcanizing Co., Regina, have assigned.

W. E. Ekins has opened a repair shop at Kelowna.

Levi Bradley is extending his harness business at High River.

The Baldur Garage, Baldur, has been sold out to J. Strang.

A. Mendenhall is the owner of a new automobile business at Barons.

Western Implements Limited is the name of a new concern lately incorporated at Winnipeg.

Partnership is dissolved in the firm of Vincent & McLean, implement dealers at Vanguard.

L. A. Starck is now operating an implement and farm equipment business at Carmangay.

Nels Roberts has sold out his automobile business in Vancouver to W. H. Clayton.

A change is reported in ownership of the Central Repair Co., Winnipeg.

The Dufferin Sheet Metal and Roofing Co., Winnipeg, have moved their location.

The Williams Engineering Co., Winnipeg, have been granted a Dominion charter.

J. H. Hogberg is stated to have sold out his harness business at Assiniboia.

B. A. Mulvaney, implement dealer at Chaplin, has discontinued his business in that town.

A. I. Brown, implement dealer at Ernfold, has sold out his business to T. Watson.

Hodgson Bros., garage owners at Calgary, have gone out of business.

Edmonton Dairy Supplies, Edmonton, were incorporated recently.

W. Rozack, an implement dealer at Elma, has sold out his business to J. Barsky.

T. J. H. Lewis succeeds Drought in an implement business at Morris.

W. C. Machan, implement dealer at Portage le Prairie, has sold out to Bray & McCuaig.

Mickleson & Baker have commenced operations in a harness business at Sperling.

The Eternal Battrey Co., of Canada, Winnipeg, has assigned to Salter & Arnold.

Partnership is registered in connection with the Oak River Garage, Oak River.

The Rouleau Motor and Electric Co., Rouleau sustained considerable loss by fire recently.

W. S. Weidman, an automobile dealer at Springside, has taken a brother as partner in the business.

The Lethbridge Iron Works Ltd., have increased their capital to $100,000.

Skaling Bros. have closed their automobile business at Davidson.

W. L. Prout has opened a tire vulcanizing business at Regina.

C. T. Halliday has taken over the implement business at Weyburn formerly owned by H.Boulding.

J. F. Hayes is now operating a tractor and car repair shop and battery charging plant at Consort.

The Morgan-Jones Co., Ltd., hardware and implement dealers at Dinsmore, have changed their name to the Jones Co., Ltd.

Dennison & Courtice, garage owners at Brandon, have dissolved partnership. R. W. Dennison continues the business.

It is reported that the business of Anderson & Cheyne, automobile dealers at Naicum has been burned out.

The Saskatoon Storage Battery Co., Saskatoon, suffered loss through fire in their premises during November.

Anderson Brothers, automobile dealers, are the latest addition to the business interests of Chapman.

W. Cheek has bought out the automobile business at Elnora, formerly operated by D. McKay & Son.

P. M. Ames, Brandon, is now distributor in Western Canada for the Wonder Disc Sharpener, made by A. E. Durner, Evansville, Wis.

R. H. Proctor, sales manager of the New Owatonna Manufacturing Co., Winona, Minn., spent a day in Winnipeg recently on his way west to visit Regina and Calgary.

P. H. Harrington, manager of the Regina branch of the Oliver Chilled Plow Co., of Canada, recently returned from a visit to the head office at South Bend, Ind.

E. H. Stevens, implement dealer at Darlingford, has sold out to McCormick & Smith.

The Hayes-Anderson Co., Vancouver, are now distributing Ruggles motor trucks in that coast city.

S. Smith is now operating a car and tractor business at Limerick, where he bought out G. Lundbloom.

The Wonder Tractor Co., of Canada Ltd., Montreal, has been incorporated with a capital of $90,000.

The Adams Axle Co., Findlay, Ohio., will manufacture all axles and brake bands for the cars of the Durant Canadian organization.

Announcement is made that the directors of Imperial Oil, Limited, have decided to issue 141,628 shares of the unissued stock of the company at the price of $90 a share .

F. H. Chapman, well-known to the farm equipment trade all through Canada, and for many years president of the Ontario Wind Engine & Pump Co., Toronto, died suddenly at his home in that city last month.

A. E. Pease, who handles Anderson, Roe and Sawyer-Massey lines at Dauphin, called upon us while in Winnipeg recently. He reported collections very slow, and that the year's business has been quiet as a whole.

R. McKenzie, manager of the Winnipeg branch of the McLaughlin Motor Car Co., went East and attended the funeral of the late Robert McLaughlin founder of the company, who died November 23.

Announcement is made at the Chicago headquarters of the International Harvester Co., that it has declared the regular quarterly dividend on preferred stock of $1.75, payable December 1 to stock of record November 10.

The offer of the United States Ensilage Harvester Co, for the stock and materials and of Adolph Ronning for the dies, tools, jigs, patterns, templets and blue prints of the American Harvester Co.,. Minneapolis, insolvent, has been accepted.

The Ker & Goodwin Machinery Company, Limited, Brantford, Ont., are building up an export trade in oil engines which they are manufacturing. Repeat orders for them have been received from France and shipments have recently been made to the British West Indies and to South America.

Greetings

May Good Health, Happiness and Prosperity be the portion of our Friends in the Implement Business, wherever located, throughout the coming year. To you and yours we extend our most Hearty Wishes for a

Joyous Christmas

and a

Prosperous New Year

Canadian
Farm Implements

The Baldur Garage has sold out to H. G. Strang & Co.

Electric Supplies Ltd., have reorganized their business at Watrous.

Van Horn & Stebbins Ltd., auto dealers at Claresholm, have assigned.

Adams & Schumacker have started in an automobile business at Bruxelles.

Villeroy & Wolf have closed their tractor and auto repair shop at Grandview.

The Motor Car Supply Co., Calgary, have sold out their service station to A. B. Scarlett.

Esklin Bros., auto and tractor repair men at Esterhazy, suffered fire loss recently.

B. L. Coleman has commenced in the farm machinery business at Kenaston.

Partnership is registered in the Sanders Hardware & Implement Co., at Leader.

Taylor & Pong, implement dealers at Vanguard, have sold out their business to A. Anger.

Rompain & Co., implement and automobile dealers at Claresholm, have sold out to Qually & Yokom.

We are glad to note that F. N. McDonald, manager of the F. N. McDonald Co., Winnipeg, is back at his desk after two weeks' illness.

J. C. Menagh, manager of the the Cushman Motor Works of ada Ltd., spent a few days in Edmonton the latter part of November.

W. N. Robinson, manager of Robinson-Alamo Ltd., Winnipeg, spent some time in Manitoba territory during November. He reports business as quiet.

B. Baker, general manager of Canadian Tillscoil Farm Motors Ltd., Winnipeg, paid a visit to Chicago and other Southern points during November.

Mr. Cross, sales manager of the Cuhman Motor Works of Canada, Winnipeg, recently returned from a business visit to Edmonton, Calgary, Moose Jaw and Regina.

L. A. Cannon, of Canadian Tillsoil Farm Motors Ltd., Winnipeg, has been seriously ill with pneumonia, but by recent reports has rallied and is progressing favorably.

The stock and equipment of Irving & McKillop Motors Ltd., Calgary, has been sold out to Irving's Garage Ltd. The latter concern has incorporated in Calgary.

C E. Brown ,manager of Monarch Tractors Ltd., Brantford, Ont., spent a few days in Winnipeg recently looking into prospects for the coming season.

Robert McLaughlin, president of General Motors of Canada Ltd. arrived in New York from Europe on November 25th. Mr. McLaughlin lost out in a race to reach the bedside of his father, the late Robert McLaughlin, who died November 23rd.

The Woodstock Plowing Match

At the Plowing Match, Tractor and Farm Machinery Demonstration, held at Woodstock, Ont., it was estimated that the attendance in the three days aggregated 55,000. The soil was good and some excellent plowing was demonstrated. There were 210 entries in all, including 74 tractors.

In the farm machinery exhibits at the demonstration all the leading manufacturers were on hand with very complete displays of their products.

A contest between the tractor and horse was scheduled, but for some reason this proved a fiasco. The manufacturers stated that, as a body, they would not participate when the conditions of the schedule were made known. The conditions laid down were that a tractor pulling a two-furrow plow, would contest with four teams, each drawing a single furrow gang. Juding was to be based on the time taken and quality of work. The manufacturers were willing to enter provided the regulations were one tractor with four plows versus four teams. So far as the tractor manufacturers are concerned there was no contest.

In the tractor plowing contests, which were in addition to the horse classes, one tractor class was for farmers only. There were 26 entrants. The other tractor class was open to all.

In the expert class, a gold medal was offered, twenty-two entries sompetiting. Following are the tractors and plows, and their places in the various classes:

Tractor competition, for farm workers only. 1, Samson and Cockshutt plow. 2, Samson and Massey-Harris plow. 3, Samson and Cockshutt plow. 4, Case and Cockshutt plow. 5, Imperial and Cockshutt plow.

The tractor competition for exowners only: 1, Case and Cockshutt plow. 2,Samson and Cockshutt plow. 3, Case and Cockshutt plow. 4, Samson and Cockshutt plow. 5, Samson and Cockshnutt plow.

The tractor competition for experts with gold medal, was won by F. G. Sinclair, Toronto, who operated a Samson tractor hauling a Cockshutt plow.

New Dairy Publication

The agricultural extension department of the Internationl Harvester Company recently issued a new book entitled "The Cow, the Mother of Prosperity". This book contains nearly 260 photographs of cows, calves and dairy scenes, should be in the fyles of every dealer who handles farm and dairy equipment. It is replete with information on dairying that make it the best kind of sales text book for the dairy equipment dealer we have seen.

The urgent need of cows so as to maintain agricultural prosperity is stressed. Other features covered are: proper methods for raising calves; care and feeding of herds; advantages and proper sizes of silos; feed for winter; balanced rations; best kinds of barns; need for sanitation and ventilation.

The Empire Cream Separator Co.

has pleasure in **announcing** the appointment of

Ontario Wind Engine & Pump Co. Ltd.

as Sole Agents for Canada (except British Columbia) for the famous

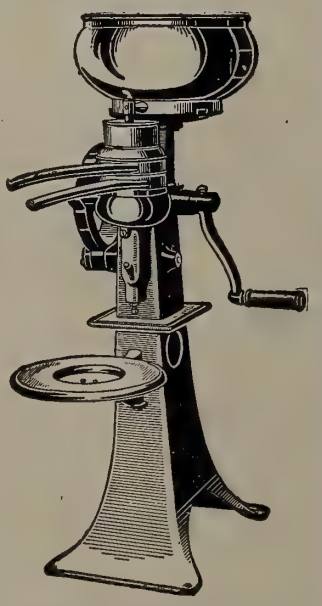
Empire Cream Separator

The Separator with the Million Dollar Bowl

As this Separator has been incorporated in their well-known TORONTO Line of Farm Equipment, the new name of this machine will be the

EMPIRE TORONTO

ONTARIO WIND ENGINE & PUMP CO. LIMITED



The Empire Toronto (absolutely the same machine as the Empire) offers you *every* selling advantage. For skimming efficiency, simplicity and durability, it is the utmost in separator manufacture. It completely fills every farmer's need. It ensures you more sales and quicker turnover. Sizes from 135 lbs. to 1,000 lbs. Be the first in your community to secure this profitable agency. Write us for particulars today.

ONTARIO WIND ENGINE AND PUMP CO.,

(WESTERN BRANCH) LTD.

Winnipeg, Regina, Calgary Eastern Offices: Toronto and Montreal

LOWER THAN PRE-WAR PRICES

"REX" *Formerly* **McLaughlin**

Top Cutters

Complete with High Doors and Shafts.

$80.00 The Biggest Cutter Value To-Day **$80.00**

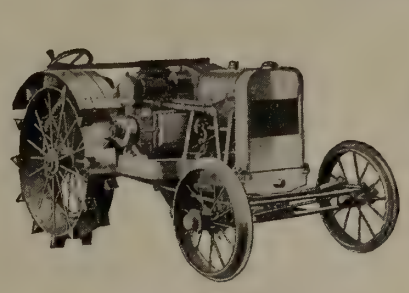
Extra for Pole in Place of Shafts, $4.50.

We will make the following Freight Allowance for Prairie Provinces: Freight Allowance for Manitoba, $2.00; for Saskatchewan, $3.00; for Alberta, $4.00. This price is 35 per cent better than Regular Wholesale, and applies only to Dealers while our stock at Winnipeg lasts. Here is your opportunity to get Cutter business. Canada's best built Cutters at a price that can't be beaten. Rush your Order.

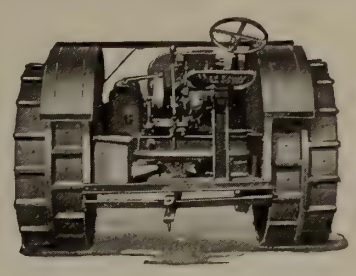
TERMS: Cash in Advance or C. O. D.

F. N. McDONALD & CO. 156 Princess St. WINNIPEG

Here is the Hart-Parr Line for 1921-22



The New Hart-Parr "20"



Hart-Parr
Road Maintenance Tractor

The Famous Hart-Parr "30"

Back to Pre-War Prices

This cut brings Hart-Parr "30" and Hart-Parr "20" to the lowest prices ever quoted on them

OUR new dealer contract effective November 1, 1921 offers the following advantages to Hart-Parr dealers:

A three-plow tractor, a two-plow tractor and a special road-maintenance tractor, all backed by twenty years tractor building experience and at prices that will enable you to meet any competion successfully;

A typical Hart-Parr contract, protecting the dealer's interests right down the line and more liberal than ever as to discounts and territory;

A continuance of our policy of rebating the dealer one half the cost of his local newspaper advertising;

Sales, Service and advertising cooperation that will enable you to become the leading dealer in your community;

There's a big future for us and our dealers. Tie up to Hart-Parr experience and prestige. Write for the plan in detail, stating your qualifications.

Many of the old Hart-Parrs that plowed the virgin prairies of the Northwest are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.

HART-PARR COMPANY

Founders of the Tractor Industry

425 Lawler Street · · Charles City, Iowa

-- Distributed in Canada by --

Hart-Parr Company, Branch, Regina, Sask.
United Engines and Threshers Ltd., Calgary, Alta.
Saskatchewan Grain Growers Ass'n., Regina, Sask.
Hart-Parr of Canada Ltd., Winnipeg, Man.
The John Goodison Thresher Co. Ltd., Sarnia, Ont.

POWERFUL STURDY KEROSENE TRACTORS

30 HART-PARR 20

FOUNDERS OF TRACTOR INDUSTRY

Tractor Plant Taken Over by Truck Company

The Gary Motor Truck Co., Canada Ltd., with a capitalization of $4,500,000 have bought the patents and all assets of the Chase Tractor Corporation, Atlantic Avenue, Toronto. It is reported that the deal involved about $1,400,000. The property taken over is 4 1-2 acres and 75,000 square feet of space in the buildings. The motor truck organization is a Canadian subsidiar of the Gary Motor Truck Co., of Gary, Ind.

The Canadian company will produce a full line of worm drive motor trucks and Chase tractors. They take over all assets and liabilities of the Chase Tractor Corporation. Theo. B. W. Zumstein, formerly vice-president of the American organization, will be president and general manager of the Canadian company, and A. F. Holleyhead sales director.

The company will immediately begin to manufacture as many parts of the different units for their motor trucks as possible.

The motors are Buda ;the transmission is Fuller and Brown-Lipe and the axles are Timken. All export business will be taken care of from the Toronto factory, and the company will also go early in the coming year.

The company will machine many of the parts and as many units as practicable will be made in Canada. An output of 1600 trucks is anticipated in the first year. The company have exclusive rights for Gary trucks and Chase tractors for the British Empire. The truck line incudes 1, 1 1-2, 2 1-2, 3 1-2 and 5 ton chassis, also a farm special chassis weighing the same as the 1 1-2 ton model but with a motor of the same h. p. as is used on the 2 1-2 ton job

The machinery is being installed in the plant on Atlantic Avenue, and it is anticipated that production will be under way earl yin the coming year.

CHASE TRACTORS CORPORATION LIMITED
THE LARGEST MOST MODERN & COMPLETE TRACTOR PLANT IN THE BRITISH EMPIRE
CHASE TRACTORS CORPORATION LIMITED TORONTO, CANADA.

The Plant of Chase Tractor Corporation, Toronto, taken over by Gary Motor Truck Co.

Manager of Rock Island Organization

J. L. Irving has been appointed general manager of the Rock Island Plow Co., Rock Island, Ill.Mr. Irving has spent his entire life in the implement business. He has been operating a wholesale business in Los Angeles for the past year.

At the age of 17 Mr. Irving entered the employment of the Plano Manufacturing Company at Plano, Ill., where he stayed for fifteen years, holding a variety of positions, during that time. He left there to enter the employ of the Moline Plow Company, Moline, Ill., serving them for twenty-two years in the various positions of branch house manager, superintendent, assistant general trade manager and trade manager.

Sales in Minnesota Below Normal

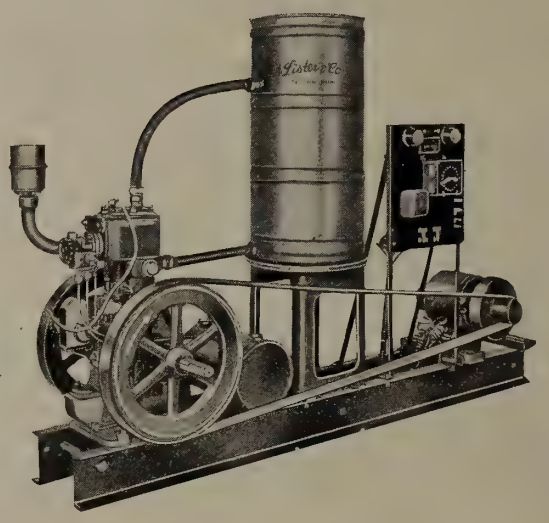
Sales of farm machinery have fallen 50 to 95 per cent below normal in Minnesota this year, and improvements on farms and farm homes have decreased "almost to nothing".

The NEW LISTER LIGHT and POWER PLANT

Three Sizes:—¾, 1 and 2 K. W. Light capacity:—35,50 and 100 20-watt lamps.

Driven by the Lister vertical, water-cooled engine. Throttle-governed, automatic lubrication, magneto ignition. Easy to start, smooth-running, dependable. Generator is shunt-wound with fly wheel pulley. Set on sliding bedplate. Simple switchboard. Whole plant is very compact and self contained. Shipped complete with steel girder base, ready to start. Also provides power to operate the pump, washer, cream separator, grinder, etc.

Write for our New Prices and Terms



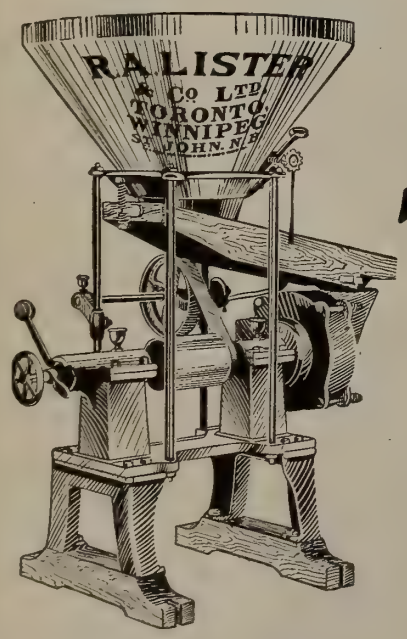
A Line in Demand in Both Town and Territory

Lister British-built Electric Light Plants are the biggest value ever offered. Every installation placed in a district sells others. Manufactured in 14 sizes. Capacities from 14 to 1,500 lights...

Get Descriptive Literature

Grasp This Sales Opportunity

Belt driven or direct-connected. There is a type for every use—farms, town homes, churches, schools, halls and municipal requirements. Operated by the famous single, twin and four-cyl. Lister slow speed engines.

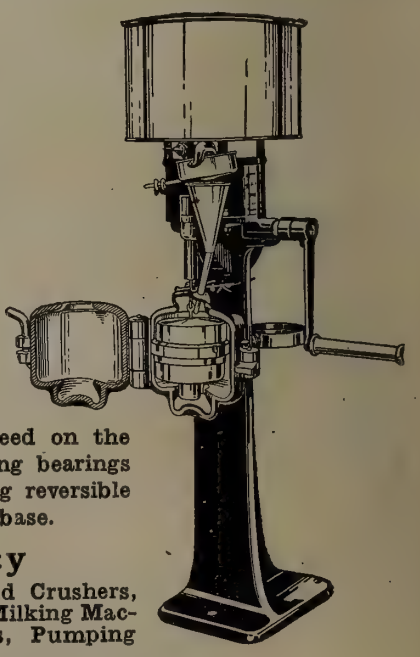


Melotte Cream Separators

12 Sizes: Capacities 280 to 1,300 lbs.

World Famous — Over a Million now in Use

In 1921, as in 1888, the Melotte is the king of cream separators. Self-balancing, suspended, frictionless bowl. In design, quality of materials, finish and value, it is Canada's foremost Separator. Easy to clean; close skimming. A real investment for your customers.



Lister Grain Grinders in Five Sizes

Sizes: 6, 8, 9¾, 10½ and 12 inch plates. We guarantee them to grind more feed on the same power than any grinder on the market. Heavy steel shaft with extra long bearings gives durability and rigidity. Ball thrust bearing. Large feed trough. Strong reversible plates with worm force feed. Fitted with bagger pulley. Sold with or without base.

The Lister Line for 1922--Secure the Agency

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Cream Separators, Milking Machines, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

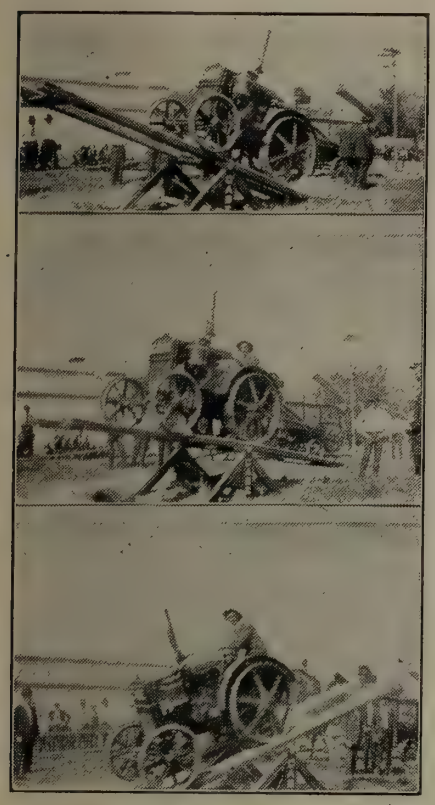
Lister-Premier
Cream Separators
Seven Sizes; Capacities 220, 280, 350, 500, 650, 800 and 1,000 pounds per hour

R. A. LISTER & CO. (Canada) LTD.

Winnipeg, Man. - - - Toronto, Ont.

Making a Tractor "See-Saw"

Here you are folks—something new, a tractor "see-sawing". This very unique stunt was"pulled-off" at the Oklahoma State Fair, and attracted quite a lot of attention. The see-saw was built by the originator of the idea, Ward Mouser. In the first picture L. C. Smith is just starting to drive the Case 10-18 tractor up the incline, in the second picture he has balanced his tractor, and in the last scene he is shown bringing down the tractor with a resounding thump.



The Tractor "Teeter-totter"

Outside the novelty of the stunt, it really has a good educational value. It demonstrates very clearly, the remarkable climbing ability of the tractor. It also shows the ease of control, in the manner in which the machine can be brought to a stop and balanced. It likewise illustrates the sturdy construction of the tractor by the manner in which it stands up under the heavy jar it receives when landing. All of these little stunts have a wonderful advertising value to the local implement dealers who put them on. Dealers all over Western Canada would profit much if they would put on some little stunt at every possible local gathering, where there might be prospective customers. The farmers will remember the make of the machine that performed, and will tie up with the name of the local dealer who handles it.

Tractor Show Broadens Scope

The decision to broaden the scope of the National Tractor and Power Farming Show, which is to be held at Minneapolis, February 6 to 11, 1922, is of great importance in that the opportunity can be given to cover every phase of power farming. Manufacturers of all kinds of power equipment for the farm have been invited to participate in the exhibition, and in addition to an extensive exhibit of tractors which is already assured, visitors will find a number of smaller power machines, such as cream separators, milking machines, feed grinders, power washers. etc.

The Minnesota Agricultural College and the American Society of Agricultural Enginers will cooperate with the show management in conducting a power farming short course. Some of the foremost engineering authorities of the country will speak.

Canadian manufacturers of power farming equipment and tractors should be interested in the show, and it is anticipated that entries will be present from the Dominion.

How is Your Stock of Bill Heads and Letter Heads?

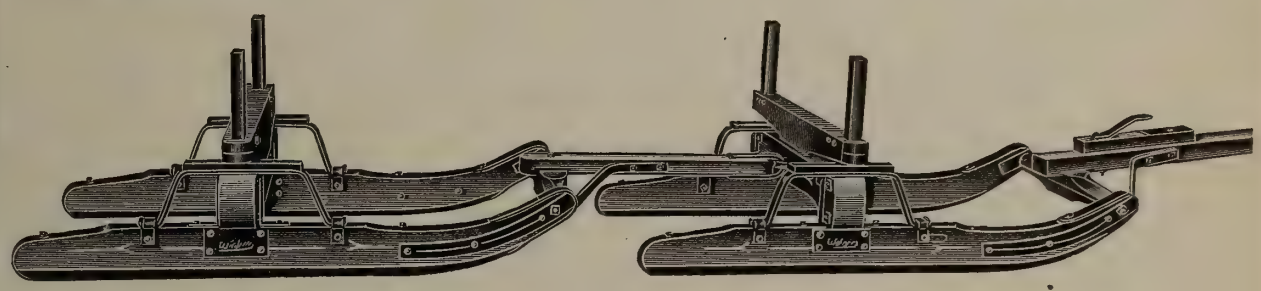
Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. *Ltd.*
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

Westwo REG'D **Farm Sleighs**



Made Right **Price Right**

Sold under Westwo REG'D Guarantee

Westwo REG'D **CUTTER GEARS**

"The Best Made"

Wood Parts all Hickory
Well Ironed and Finished

Any Buggy Body can be
Attached in a few Minutes.

ORDER NOW

or Write for Prices and Terms.

D. Ackland & Son Limited
WINNIPEG CALGARY

Big Slump in Sisal Fibre Values

Fluctuations in the market value of sisal fibre during the year have culminated in a downward movement which brings the price of sisal to the lowest figure quoted in nearly twenty-five years, and very nearly the lowest price for sisal that has ever been reached .

The Cordage Trade Journal, New York, shows an interesting review of the fluctuating values of sisal fibre from 1890 to the present time. In 1895 sisal fibre hit the lowest quotation of 2½ cents per pound. In November this year it had fallen to 2¾ cents a pound. Taking the lowest prices in individual years, as given by the above authority, we find, since 1900 a very interesting story .

In 1900 sisal fibre was 5½ cents a pound at lowest quotation, In 1902 it was 7⅝ cents. In 1906 6⅝; 1909, 4⅞; 1910,4; 1912. 5 cents; 1914, 3½ cents; 1915, 4⅛ cents; 1916, 7⅛ cents; 1917, 14½ cents; 1918, 16¼ cents; 1919, 7 cents; 1920, 6 cents and in November 1921, 2¾ cents.

From the standpoint of the farmer and the dealer in binder twine, the question is: Will the fibre world see another low record price for all time established in sisal fibre, or will the next fluctuation show an advance?

"Bull Dog" Fanning Mills
Back to Pre-War Prices
Get the Agency for 1922---NOW
Five sizes: 24, 32, 40, 48 and 64-inch. Sieve Widths.
Capacities 25 to 150 Bus. per Hour.
A Complete Stock Ready for Immediate Shipment
Handle Bull Dog Fanning Mills next year. Farmers KNOW they are the best made for capacity and efficiency in cleaning all mixtures. They give the customer clean grain and top prices. He saves his dockage for feed. They assure healthy, drought-resistant seed grain for next season.
THE "BULL DOG" LINE INCLUDES FANNING MILLS, ELEVATOR CLEANERS, WILD OAT SEPARATORS, SMUT MACHINES, ETC.
We carry a Full Line of Repairs for all sizes of HERO FANNING MILLS. Send us your requirements.
WE WISH YOU AND YOURS A MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR.
THE TWIN CITY SEPARATOR CO. Ltd.
QUELCH STREET WINNIPEG, MAN.

Advertising Pays the Dealer

An investigation conducted by the Advance-Rumely Thresher Co., as recorded by G.W. Iverson, advertising manager, shows the remarkable effect that local advertising by a dealer may have on his volume. The general results of an investigation made regarding the advertising carried by Advance-Rumely dealers shows that those dealers who advertised consistently sold approximately four times as much as those who did not advertise. Mr. Iverson says:

"Let me quote a few figures. In a letter of inquiry we sent to our dealer organization last season we found that the dealers who had advertised according to our suggestion had sold on an average of $36,029,04 worth of our equipment, while the dealers who had not advertised at all sold only $9,424,85.

"Of course, we had always felt that our dealers should advertise. We were firm believers in advertising for our own business, but it was only during the last two years that we have found a way that has brought results to the average implement dealer. That plan we have incorporated in a book we call our Dealers' Advertising Manual, and the results of this plan are as noted above".

Value of Implements on U. S. Farms

A recent report from the U. S. Census Bureau shows that at the beginning of 1920 there were upon the farms of the United States farm implements and machines to the value of $3,594,772,928.

The average value per farm was $557, compared with $199 in 1910.

The average value of implements, as compared with acreage of the farms is as follows:

Farms from 50 to 99 acres, $412. From 100 to 174 acres, $712; 175 to 499 acres, $1,314; 500 to 999 acres, $1,619; 1000 acres and over $2,438.

Canada Has About 400,000 Cars

To-day Canada has about 400,000 automobiles. Ontario leads, and has about as many cars as the four Western provinces combined. Saskatchewan leads in the number of cars in proportion to population, with Alberta second and Manitoba third. Following is a recent estimate of the number of cars in each province.

Province	Cars
Quebec	40,450
Ontario	155,861
Nova Scotia	11,150
New Brunswick	10,442
P. E. Island	1,353
Manitoba	34.814
Saskatchewan	68,825
Alberta	36,515
British Columbia	26,500

To Hold Engineering Courses

Short courses of instruction on internal combustion engines, including automobiles, will be held under the direction of the Department of Agriculture at the College of Agriculture, Saskatoon, November 28 to December 17, 1921; January 3 to 21, 1922; February 6 to 25, 1922.

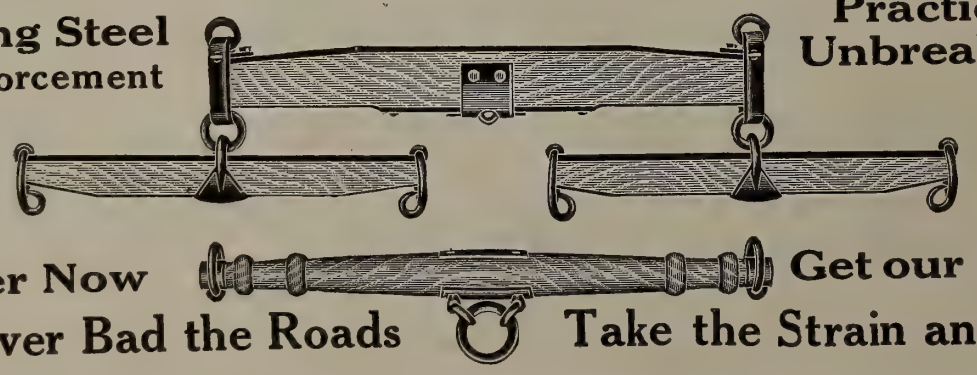
A new tractor laboratory, 154 by 75 feet, has been added to the engineering building, which greatly increases the capacity.

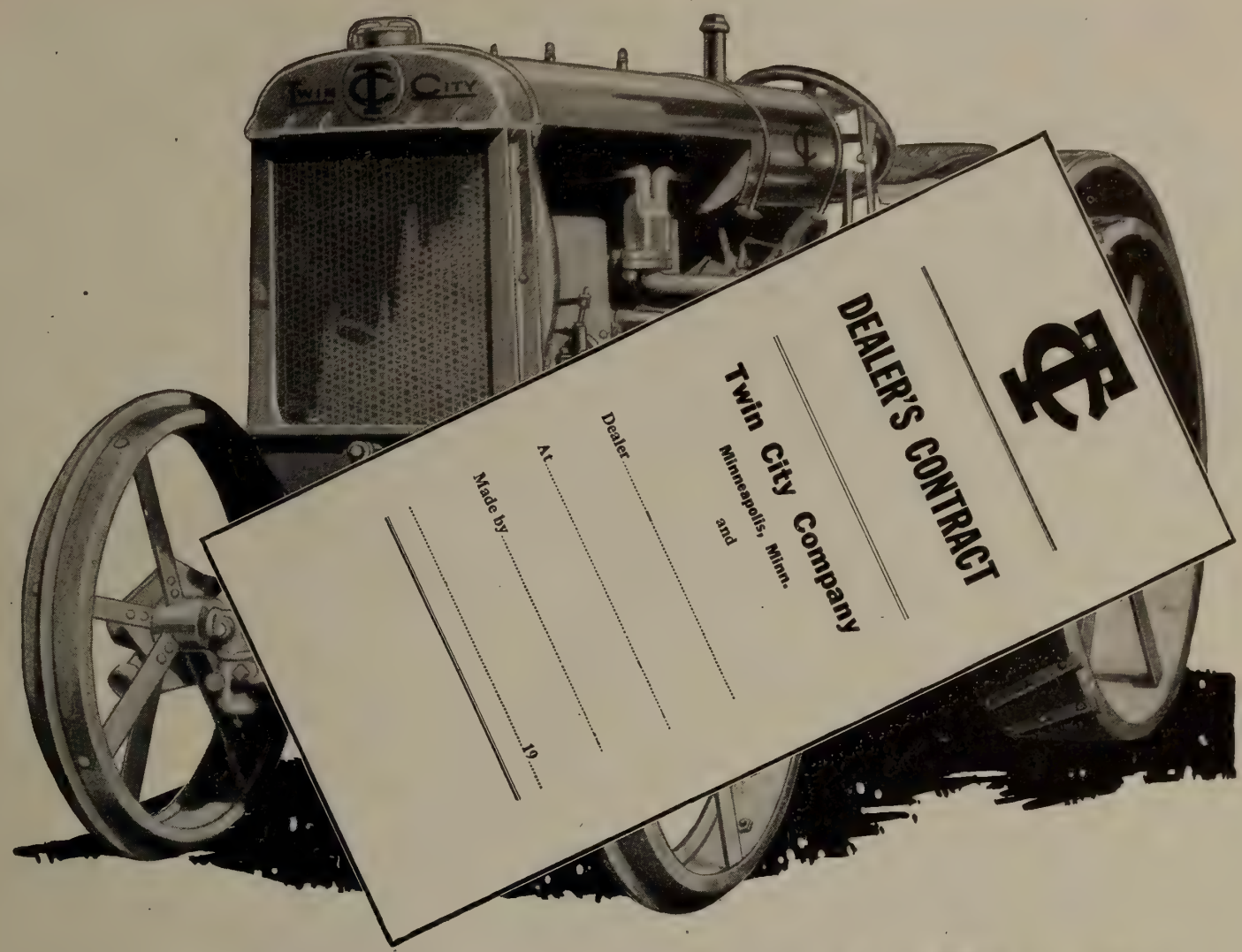
Tractor Prices Lower

A comparison of April, 1920, tractor prices with those of November, 1921, is interesting. It shows that the prices of these models have on the average been reduced below those of April 1920. A further analysis shows that in several cases prices of individual tractor models are today considerably below the prices of these same models quoted in August, 1917. This illustrates the extent to which price liquidation of tractors has progressed.

Open Sales Branch

The Calgary offices of the International Harvester Company of Canada announce the opening of another sales branch for International motor trucks. This is at Vancouver, B. C., where central showrooms, 80x20 feet have been secured. All models are which will be in charge of E. Farrell. All service work for the city will be handled by the Kirchner & Warwick garage.

"SAMSON" EVENER SETS FOR HEAVY HAULAGE
Strong Steel Reinforcement
Practically Unbreakable

Order Now
Get our Prices
However Bad the Roads
Take the Strain and Load
Gregg 4 or 5 Horse Plow Eveners
For gang, sulky and disc plow use. Assure perfect distribution of draft. Adaptable to any plow. Get details and prices on this line.
These Two-Horse Set are made of extra heavy woods. Reinforced by ¼x1 steel plates on singletrees; ¼x1¾ on eveners. Made in two sizes, with straight-back eveners, 2x4x48 or 2x5x48. Weight, No. 6 set, 52 lbs.; No. 7 set, 60 lbs. Attractive prices on request.
We manufacture a full line of Eveners, Neckyokes, Singletrees and Doubletrees for implement, wagon and sleigh use. When you order, ask your Jobber for Gregg Goods.
Gregg Manufacturing Company, Ltd.
Winnipeg, Man.



Quality—Experience and a Sales Policy That Means Business for You

Just as the TWIN CITY line of products is the result of progressive engineering thought and years of effort on the part of designers and makers, so is the TWIN CITY contract for 1922 the product of progressive sales thought based on the needs of present times and conditions.

The dealer who sells TWIN CITY tractors, trucks and threshers establishes himself as a leader in the implement trade. He is handling the quality line, backed by the resources of a company that knows the tractor and implement business and is acquainted with the needs of the dealer who serves it.

Write today to the nearest branch house for catalogues and for full information regarding the 1922 TWIN CITY contract and complete advice with reference to discounts, advertising co-operation and other sales helps.

All-Steel Twin City Threshers are made in four sizes: 22-42; 28-48; 32-52, 36-60. The 22-42 is the fast selling individual or community outfit.

Twin City Trucks are business builders for dealers. Like Twin City Tractors, their dependable service insures sales and satisfied customers. Two sizes: 2-ton and 3½-ton; the practical sizes for farm and city hauling.

BRANCH HOUSES

Denver, Colo. 15th and Wazee Sts.
Des Moines, Ia. 721 Cherry St.
Fargo, N. D. 210 N. P. Ave.
Great Falls, Mont. 225 S. 2nd St.
Kansas City, Mo. 1320W. 12th St.
Lincoln, Nebr. 311 No. 9th St.
Peoria, Ill. 923 So. Washington
Salt Lake City, Utah 920 S. W. Temple
Spokane Wash. 114 So. Monroe St.
Wichita, Kans. 421 So. Wichita

EASTERN OFFICE:

Minneapolis Steel & Machinery Co.—Woolworth Building, New York City.

CANADA:

Minneapolis Steel & Machinery Co. of Canada, Ltd.—Winnipeg, Man.; Regina, Sask.; Calgary, Alta.

Twin City Company

Selling Products of

MINNEAPOLIS STEEL & MACHINERY CO.

MINNEAPOLIS, U. S. A.

TWIN CITY

Tractors, Trucks and Threshers

Distributors

Baskerville & Dahl Co.—Water town, South Dakota.

R. B. George Machinery Co.—Dallas, Texas.

Kepler-Merrell Motor Car Co.—Syracuse, N. Y.

Frank O. Renstrom Co.—San Francisco, Calif.

Shannahan & Wrightson Hardware Co.—Easton, Maryland.

Southern Machinery Co. Atlanta Georgia.

Thomas Roush—Rapid City, South Dakota.

Will Handle Road Machinery

The Brantford Cordage Co., Ltd., Brantford, Ont., have enlarged their western sales office in Winnipeg. C. Dowling has been appointed manager for Western Canada Mr. Firth, formerly Western representative for the cordage concern, will continue with the company as formerly and will call upon the trade as in the past. The binder twine business of the company will be handled through their established trade connections in Western territory

In connection with this trade announcement, the J. D Adams Co., Indianapolis, Ind., manufacturers of road building machinery and the Adams adjustable leaning wheel road grader will on and after January first sell this market through their own organization, of which C. Dowling will be sales manager for this territory. The company will have their Winnipeg branch at the above address and will establish branch houses at Regina, Saskatoon, Calgary and Edmonton. The Adams line was formerly handled by the United Grain Growers.

The Adams organization are one of the largest manufacturers of road machinery in the United States They produce their adjustable leaning wheel road grader in many sizes, also scarifier graders, engine tongues, road maintainers, patrol scrapers, road plows, drag scrapers, Fresno scrapers and wheel scrapers. Their extensive sales organization in the Canadian West will handle their product throughout the territory, their western head office being in connection with the Brantford Cordage Co.

Oliver Plow Organization Will Distribute Drill and Seeder Line

R. H. Procter, general sales manager of the New Owatonna Manufacturing Co., Winona, Minn., recently returned to headquarters after a visit to Winnipeg, Regina and Calgary.

The New Owatonna Manufacturing Co., have completed arrangements whereby The Canadian Oliver Chilled Plow Works will distribute Owatonna grain drills in Manitoba and Saskatchewan. The plow organization will carry complete stocks at Winnipeg, Regina and Saskatoon.

The Northern Machinery Company, Calgary will be distributors of Owatonna drills in Alberta and Southern British Columbia, carrying stocks at Edmonton, Calgary and Lethbridge. These distributors are now securing dealer representation throughout the territory for this well-known line of drills.

The New Owatonna Mfg. Co., have moved their offices to Winona and expect to occupy their new factory the first of the year. Meantime they are still manufacturing at Owatonna.

The new name adopted for the drill in the United States is "Lincoln" for the horse-drawn drill and "Lincoln Junior" for the tractor types.

Early in Oct. the Ford Motor Co., of Canada issued a circular over the signature of H. C. French, assistant sales manager announcing to all branches that tests had been made of the Owatonna seed drill and that the company had decided to approve these drills for use with the Fordson tractor. The implement has been added to the Ford Implement and Equipment Catalog.

Arrangements were also made by J. Q. Mill, vice-president of the drill company for the sale of the Owatonna seed drill through the distributors of Fordson approved implements in the United States. The drill was approved by Edsel B. Ford, president, following tests held at Dearborn, Mich.

Describing Gill Piston Rings

The Brown Engineering Corporation, Toronto, Canadian distributors of Gill piston rings, are issuing a new directory for the convenience of dealers and wholesale engine, car, truck and tractor distributors.

The new directory is a compact book giving piston ring size data for the entire automotive industry. Every make of automobile, truck, tractor, farm engine and aeroplane is listed, with a tabulation of the sizes and particulars of their number of cylinders, piston rings, and piston ring sizes. Marine engines are also listed. The Brown Engineering Co. will forward a copy to interested dealers, free of charge.

Gray TRACTOR

Built For The Man Who Wants Good Machinery

WIDE DRIVE DRUM

RELIABILITY AT LOW COST

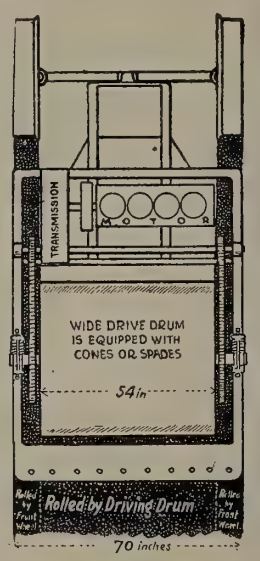
At the reduced price of the Gray Tractor, the purchaser still obtains the same high quality of construction and service.

The Gray Tractor has many features that cannot be had in other tractors; the wide drive drum, the direct drive, the Gray drawbar and side hitch, are features that enable the farmer to do more work in less time—*to produce cheaper.*

The Gray is not built to sell cheap—it is built to give satisfactory service, in all kinds of work, at all times and seasons, *at the lowest possible cost.*

The Gray Agency is an attractive proposition. We want good dealers. Write for particulars.

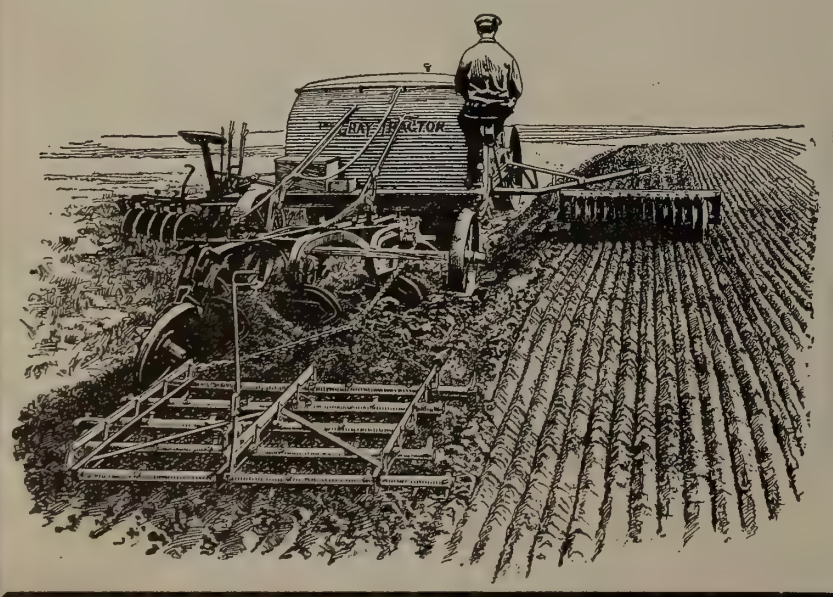
The Gray Performs Four Operations in one.



Gray Tractor Co. of Canada, Ltd.

OFFICE AND SHOWROOMS, Dept. I, LOMBARD ST., Opposite Grain Exchange, WINNIPEG.

Western Distributors: Northern Machinery Co., Lethbridge and Calgary.
C. Waring Co., Moose Jaw.
The Tractor Co. Ltd., Saskatoon.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

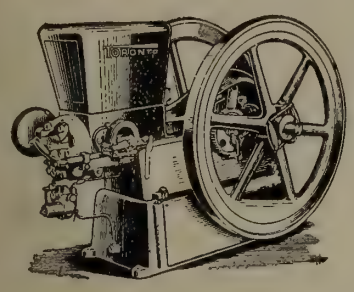
His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

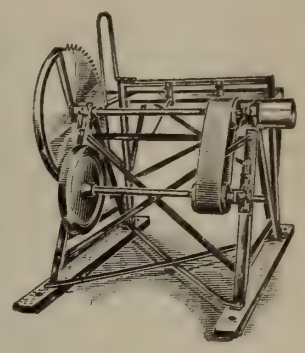
Make Money with These NOW!

TORONTO — ONTARIO WIND ENGINE & PUMP CO. LIMITED

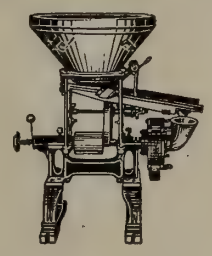
ENGINES, SAWS AND GRINDERS



YOU can make good profits *right now* selling Toronto Engines, Grinders and Saws. Every progressive farmer is a prospect for these efficient machines which pay for themselves in the labor and time saving they effect. Every farmer can make profitable use of a Toronto Engine in pumping water, operating the saw, grinder and churn, mixing cement, filling silo and numerous other chores. Every farmer will readily see the advantages of having a Toronto Grinder on his farm—of having efficient grinding service right at home. Every farmer can make good use of a Toronto Saw, in quickly turning waste wood about the farm into coal-saving fuel.



To "Toronto" dealers we say: Push these items of Toronto Labor-Saving Equipment strongly. Canvass your prospects thoroughly and see how many profitable sales you will make.



To those who are not enjoying the benefits of selling the extensive "Toronto" line we say: Learn our special dealer proposition without delay. A postcard will bring full particulars.

Ontario Wind Engine & Pump Co. (Western Branch) Limited

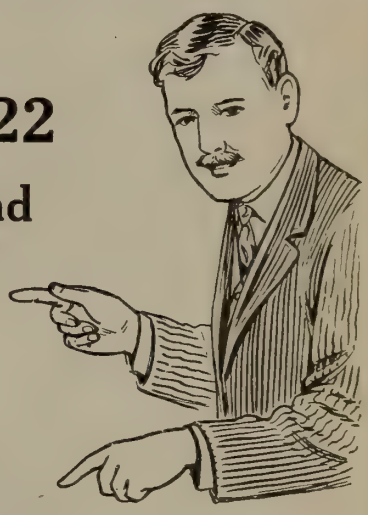
Winnipeg, Regina, Calgary. Eastern Offices: *Toronto and Montreal.*

Dealers:--You can Double Your Piston Ring Business in 1922

Wilkie

Stock, Recommend and Sell "Wilkie" Rings

There's a Size for Every Motor Need



Made in All Sizes up to 6 ins. x ½ in. for **Cars, Trucks, Tractors, Stationary Engines, and Motorcycles**

"More Power to You"

Save Fuel and Oil--Assure 100% Power

The finest motor in the world--the best tractor or engine--cannot deliver power if there is loss of compression. Sell Wilkie Rings. Make firm friends and constant customers by saving them engine power. Solve their carbon problems, pre-ignition, knocking, loss of power, oil leakage etc.

Owing to conditions the farmer will buy carefully next year. The replacement demand for Piston Rings for cars, tractors and engines will be enormous. Stock "Wilkie" Rings and you will get this profitable trade. Why pay fancy prices when you can sell the best ring on the market at a reasonable price. Adopted as standard by the Packard Motor Co., Montreal, and many other leading concerns.

Individually cast from close-grained, properly proportioned special materials. Our production process assures perfectly round, quick-seating rings, that don't distort through heat. Our rings are shipped in cartons, otherwise wrapped in strong paper. Every package plainly marked with sizes. Get our latest lists and prices.

Ask Your Jobber, or Write direct to

Windsor Machine & Tool Works

Sole Manufacturers

MADE IN CANADA

312-316 Pitt St. West Windsor, Ont.

Universal Cylinder Re-boring Tools

The handiest tool the dealer or repair man can have. Can be used by hand or drill press. Simple in design. Comprises a cutter head with six cutters, adjustable in unison. Rebores all makes of auto, tractor and stationary engines, either open or closed-end cylinders. Get our catalog.

Adopting the Mower to Tractor Use

By G. H. Woolley, Hyatt Roller Bearing Company.

The universal use of the tractor makes it imperative the implements it handles be able to withstand greater shocks, strains and stresses than is the case with horse drawn implements. Farm tools for tractor use must be capable of continuous high-speed operation with all danger of hot boxes eliminated.

The farmer does not, as yet, give the same care to his implements as he does to his live stock, although both are equally important, from the standpoint of intrinsic value. The mowing machine is as important a production unit as the cow. The manufacturer has come to realize the necessity for the implement to be built in keeping with the tractor as regards efficiency, reliability and adaptability.

When operating horse-drawn implements with tractors, perhaps the first weakness to develop has been in the bearings. This difficulty has been almost entirely overcome by substituting anti-friction bearings for plain bearings.

The farmer can now get a plow, thresher, feed grinder, windmill or ensilage cutter equipped with the same high-grade roller bearings which go into machinery designed for the heaviest kind of work, such as cranes, trucks, tractors and automobiles.

It is of interest to note that the Thomas Manufacturing Company, Springfield, Ohio, have placed upon the market an anti-friction bearing equipped tractor mower. The new Thomas 8-foot mower embodies all time-tested mower principles, with several new advantages.

These new advantages are in part—changeable speed for the knife—the slow speed being used when cutting a light stand of hay, or weeds—the high speed being used when the hay is extremely heavy. The control levers are with in easy reach of the tractor operator, thereby making this a one-man outfit in every sense of the word. The cutter bar is raised and lowered by an automatic power lift, operated from the seat of the tractor in a similar manner to the raising and lowering of a tractor plow.

The mower is equipped with Hyatt Roller Bearings at the points where the greatest loads are experienced. Two roller bearings are used on the crank shaft and one on the pitman. The gearing is entirely enclosed and runs in a bath of oil.

Cutting out Freight Cost in Tractor Delivery

Harland Lunt, dealer for the J. I. Case Threshing Machine Co., at Pratt, Kansas, doesn't worry about freight rates on tractors, or railroad strikes for that matter. He gets delivery of his tractors without using freight cars.

This Dealer takes his Case Tractors Home on the Wheel, not in the Freight Cars

The accompanying photograph was snapped in front of the new Case branch house at Wichita, Kansas, just as Harland was starting out for Pratt, Kansas, on October 7th. In the picture, the engine of the train is a Case 22-40 tractor, while the cars are four Case 10-18 tractors. The big boy was the only motive power, and pulled its four small brothers, which are coupled up into a train with short couplers.

The distance between Wichita, and the home town of the dealer, Pratt, is eighty-three miles. Although Mr. Lunt started his trip on Friday, the journey was made without trouble or mishap of any nature. A service car carrying gas and oil accompanied the caravan.

Mr. Lunt is a hustling, live-wire dealer. He is an optimist and while many have been inclined to sit on their hind legs and howl, "There ain't no business", he has stepped right out and gathered in a pretty piece of it.

Many hard customers drink soft drinks.

U. S. Machinery Exports

During September 1921 the United States exported threshers valued at $222,467, as against a value for exports in this line of $984,609 in September 1920. Exportation of threshers for the nine months ending September, 1921, however, shows a decided increase over the past two years. Figures for 1921 are $5,420,514; for 1920, $2,657,141; for 1919, $1,411,713.

Tractors valued at $182,867 were exported in the month, and for the nine months, $1,971,848. In September, 1921, parts of agricultural tractors exported were valued at $181,681; for the nine months, $870,980.

For Quick Sales and Good Profits during 1922, Stock and Sell

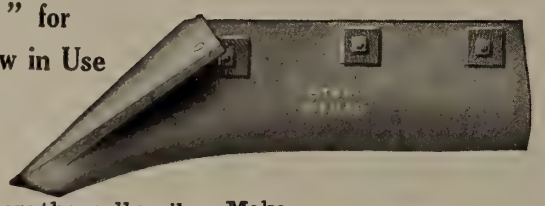
"STAR" FITTED PLOWSHARES

Guaranteed Perfect in Quality, Fit and Finish

Ask for the Latest Lists.

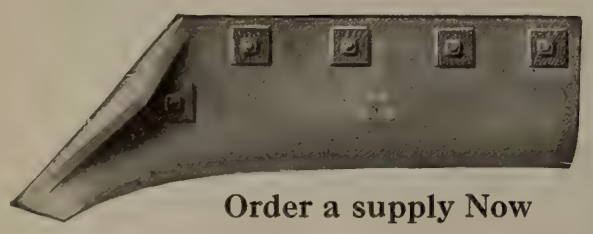
Star Shares are made only from the best materials, No. 1 Soft Center and No. 2 Solid steels. They are guaranteed to fit the plow equally as well as original shares--and they do it.

There's a "STAR" for Practically Every Plow in Use



Finished complete with bolts, ready to attach to the plow. They assure satisfied customers and repeat orders for the dealer. Known everywhere they sell easily. Make your store local headquarters for STAR Shares. Fast-selling, they net you a nice profit per sale. Size up your needs. Place your requirements for spring deliveries with the nearest jobber as listed. Pave the way for bigger business during 1922.

A Reinforced Landside Strengthens the Weld.



Order a supply Now

JOBBERS

Wilkinson - Kompass Ltd. Winnipeg

F. G. Wright & Co., Winnipeg

J. H. Ashdown Hardware Co., Winnipeg, Saskatoon Calgary

Western Implements, Ltd. Regina

Metals Ltd., Calgary and Edmonton

Western Canada Hardware Co., Lethbridge

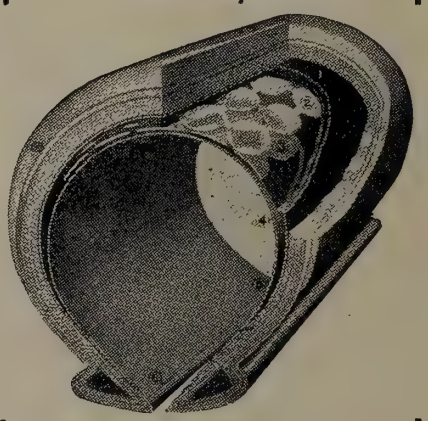
Made Exclusively by the

Star Manufacturing Company

CARPENTERSVILLE, ILL., U.S.A.

DEALERS:

A Good Proposition



Arrange to Sell

ARMORED INNER TIRES

Guarantee Absolute Protection from all Blowouts and Punctures. Write for prices and discounts.

Armored Tire & Rubber Co. of Canada

216 Bannatyne Ave., Winnipeg.

Trade Commissioner Advises British Factories on Western Implement Market

L. B. Beale, H. M. Trade Commissioner at Winnipeg, who spent several months in Great Britain last summer, while overseas visited all the leading British farm equipment factories with a view to interesting British manufacturers in the Western Canadian market which might be developed.

Mr. Beale found that some farm machinery factories in Great Britain had recently been extended. New and modern machinery was being installed, and executives were determined to expand their overseas markets. To this end the British manufacturers are prepared to manufacture in a style to suit the Canadian market, and to secure efficient representation in this country. They realize that a large overseas market like Canada requires a particular style of product.

Mr. Beale impressed upon the British manufacturers that they will have to go after business in Canada if they hope to get it. He thoroughly acquainted the leading factories with the large annual requirements of Western Canada in farm machinery. His report to the British manufacturers states that in the West tractors from 12-24 to 14-28 h.p. gave the best results. Continuing the report says: "Until now price and power have been the main determining factors in the sale of tractors in Western Canada. From now on a better quality of tractor will be demanded. Slight modifications will make the usual British tractor suit the Western Canadian market."

Referring to the farm engine business, Mr. Beale points out that British makers are now devoting their attention to the production of 1 1-2, 2 1-2, 4, 5 and 6 h.p. sizes. This range of power covers 75 per cent of the extensive farm engine trade of Western Canada. That the Dominion imported 30,000 stationary engines from the United States during 1920 gives some idea of the possible demand.

In his report, H. M. Trade Commissioner gives the British manufacturers good advice as to securing representation in Canada. He deprecates the idea of long range correspondence and shows how 90 per cent. of the manufactured requirements of the Canadian West are brought in from Eastern Canada and other countries. Western Canada should have individual representation to assure successful business from the standpoint of the British farm equipment manufacturer. Distributors in constant connection with the demand were essential.

The policy of U. S. manufacturers should be followed:—Prompt delivery, the proper type of distributor, sample stocks, up-to-date information and attractive commissions would do much to secure British houses a good share of the business.

Mr. Beales informs "Canadian Farm Implements" that he found a keen interest on the part of the British farm machinery manufacturers in the Western Canadian market, and as time passes more and more British lines will be available to the dealers and distributors in this territory.

An Automatic Car Signal

An Eastern Canadian concern placed a new automatic signal for automobiles upon the market. It operates only when the engine is in operation and is attached to the left rear fender. It signals red when the car is slowing down to turn or stop and automatically flashes green when the car is about to start again. There are no buttons or levers to be used in operating it, and it does not attach to the clutch or brake.

THE NEW DUAL CLEANER and SEPARATOR

Gives the Farmer Clean Grain and Clean Profits

Immense capacity. Does better work in less time. Reduces the heaviest mixtures in ONE RUN at a rate that would require two ordinary mills. Cleans and separates twice as fast as the best fanning mill of the same size ever made.

Now offered at a Specially Reduced Price

One Operation Cleans the Dirtiest Mixture

The double gangs and cut-off system are the secret of New Dual efficiency. Get a New Dual on your floor. Prove our claims for yourself. Show the farmers how this mill does finished work in a few minutes, on any combination of dirty grain. No middlings—no half-and-half mixtures—but PERFECT SEPARATION of Wheat, Barley or Oats. Complete sieve and screen equipment with every mill.

We are the Only Firm now Selling

Pulverizes, Packs and Mulches the Soil in one Operation. A size for every Farm.

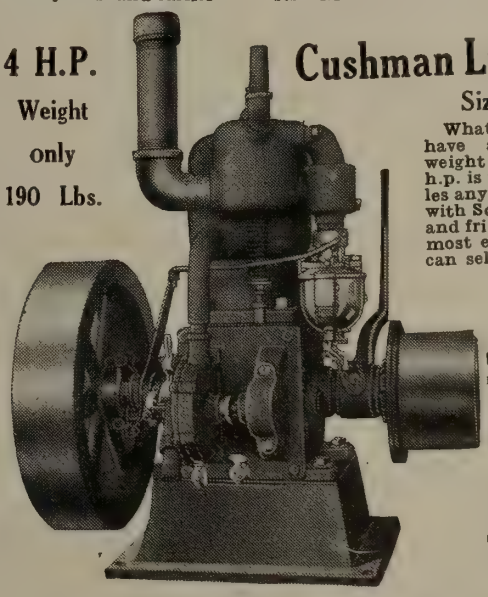
"WESTERN" Pulverizers Packers and Mulchers.

IT SAVES ALL THE MOISTURE

PLACE YOUR SPRING REQUIREMENTS NOW

PLOW PACKERS---2 ft. 6in., two furrow: 4 ft., three-furrow
SINGLE SECTION--6, 8, 10, and 12ft. sizes.
THREE SECTION--11, 15 and 21ft. size. Wherever used they have given bigger, sturdier yields and earlier harvests. Ask for literature and prices.

4 H.P. Weight only 190 Lbs.



Cushman Light-weight Engines

Sizes from 4 to 20 Horse-power

Whatever the farmers power needs you have a Cushman to suit them. Light-weight dependable, and economical. The 4 h.p. is the original binder engine, also handles any farm job to its capacity. Equipped with Schebler carburetor, throttling governor and friction clutch pulley Canada's foremost engine, and the best power unit you can sell.

Get our **Special Offer** on **2-3 Furrow Tractor Plows.**

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
DEPT. CF, WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

HOME VISITORS

RETURN TICKETS TO

EASTERN CANADA AT REDUCED FARES

ON SALE DECEMBER 1-31, 1921 JANUARY 1-15, 1922 **LIMIT** THREE MONTHS FROM DATE OF ISSUE

THE OPPORTUNITY

YOU HAVE BEEN WAITING FOR TO MAKE THAT TRIP EAST. A REASONABLE FARE AT A SEASONABLE TIME

TWO TRAINS A DAY

BOTH EQUIPPED WITH TOURIST SLEEPING CARS WITH THE LATEST APPLIANCES FOR CONVENIENCE AND COMFORT

CALL OR WRITE THE AGENT FOR FARES AND RESERVATION

CANADIAN PACIFIC RAILWAY

"THE DEPENDABLE ROUTE"

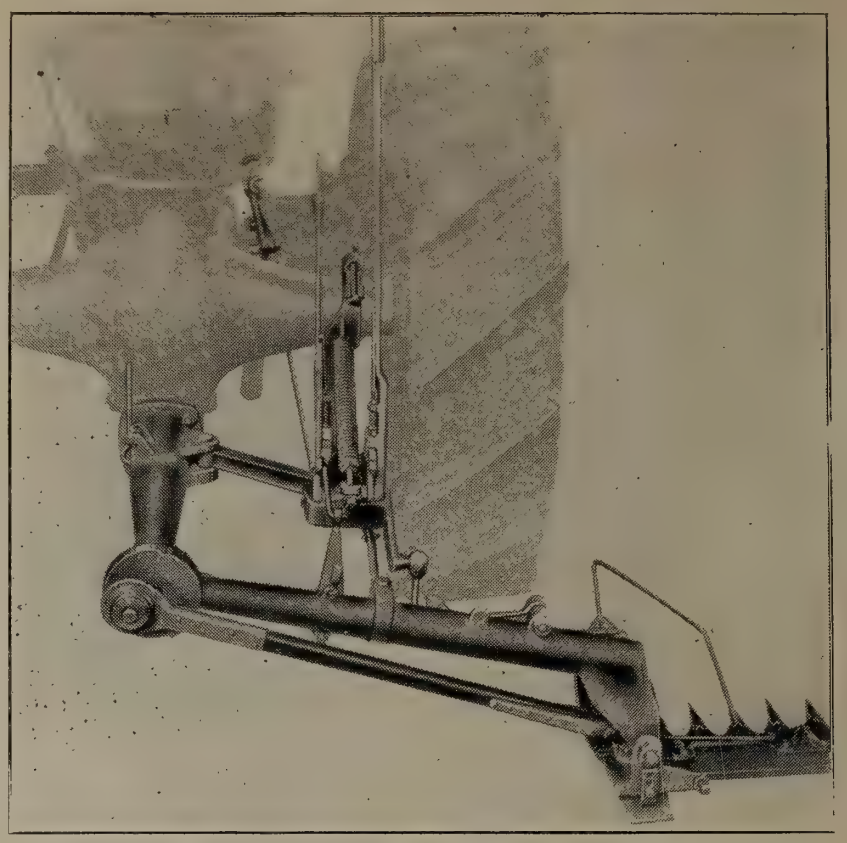
CANADIAN PACIFIC RAILWAY

The Taco-Myers Tractor Mower

Cutting grass or hay with a Fordson tractor and a power mower is stated to be a far superior method compared with the old horse type mower. Little power is used in the tractor-mower and that power is smooth and certain. In the old style mower the tractor wheels are forced into the ground on account of the draft of the mower With the power mower there is practically no draft put on the tractor, other than carrying its own weight. The power is furnished direct to the sickle from the motor, and is independent of wheel traction. A dull sickle or heavy hay cause none of the trouble so well known by users of the horse mower.

In the Taco-Myers mower, made by the Tractor Appliance Co., New Holstein, Wis., the power is taken direct from the worm shaft of the Fordson. The nut is removed from the end of the worm, and in its place is screwed a steel drive gear, held in place by a lock nut and key. The gear is then left on the tractor, and need not be taken off when the mower is detached, as the drawbar cap fits over it.

The drive shaft of the mower is mounted on the Hyatt roller bearing which is interchangeable with the rear axle bearing of the Fordson. The housing which contains these driving parts is continually filled with oil which is supplied from the Fordson transmission, thus making grease cups unnecessary as well as providing a dust proof case for the moving parts.



How the Taco-Myers Mower is Operated by Fordson Tractors

The lifting lever, tilting lever and shaft lever are at the right hand of operator and in a most natural and convenient position.

The sickle bar is of special design for tractor use, although designed to work with standard Deering bar parts for convenience in parts replacement emergency. The pitman is of special design as can be seen by the photo. The "loose joint" trouble has been eliminated by the use of specially designed straps. The pitman bearing is a Hyatt Roller and gives unlimited service with very little attention, one greasing being sufficient to run several days.

The location of the bar permits the operator to see obstacles in the grass before the bar reaches them, also permits cutting a square corner without stopping or backing. This rear design also permits building the mower in one unit which is attached to the only part of the tractor which is built for pulling or carrying loads without danger of breaking parts.

The safety device on the Taco-Myers Mower works by simply compressing a spring when an obstacle is struck with the bar. This eliminates the labor and loss of time as is the case when wood pin stop device is used.

Canadian National Railways

HOME VISITORS' FARES TO EASTERN CANADA

FROM STATIONS **MANITOBA** WINNIPEG WEST
SASKATCHEWAN and ALBERTA
Round trip tickets will be sold at
SINGLE FARE AND ONE THIRD
TO
EASTERN CANADA
FROM
Dec. 1, 1921 TO Jan. 15, 1922
Good to return within three months from date of issue.

THESE
"Lands Of Perpetual Summer"
BID YOU WELCOME **THIS WINTER** OR ANY TIME
There is pleasure and happiness in some one of these varied winter resorts for you.
LET OUR REPRESENTATIVE TELL YOU ABOUT THEM
ANY AGENT IS AT YOUR SERVICE
or write
W. J. QUINLAN, Dist. Pass. Agent
WINNIPEG, MANITOBA

PACIFIC COAST
CALIFORNIA
FLORIDA
WEST INDIES

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

H. S., Sask.—The well drill mentioned is not handled in Ontario. You can get full details by writing the North Star Drilling Co., Regina, Sask.

J. F. R., Sask.—Re repair for a Johnston pump, part E32. Our records show no pump of this name, but we believe that the Johnston Manufacturing Co., Albert Lea, Minn., formerly made a line of pumps. Should this be their pump we will advise you.

E. & R., Man.—In further reference to your enquiry for plates for a Martin feed grinder. The Ontario Wind Engine & Pump Co., Ltd., have repairs suitable for this line of grinders. Dealers can secure replacements from this company's branches at Winnipeg, Regina or Calgary.

S. Bros., Alberta.—This firm require repairs for a disc harrow. The casting number is D292. Our records do not show a disc with this number. Can any subscriber identify the make?

R. Bros., Sask.—Repairs for a 3 h. p. Waterloo Boy gasoline engine can be had from the Regina branch of the John Deere Plow Company.

B. Bros., & Co., Sask.—Boxings marked L.B.35 for a disc harrow can only be had from the Bement Stove Repair Co., Lansing, Mich. The harrow is a "Bement", formerly made by this concern.

A. R., Man.—The "National" manure spreader is manufactured by the Moline Plow Co., Moline, Ill. Repairs can be had from the John Watson Manufacturing Co., Chambers St., Winnipeg.

W. C., Man.—The "Climax" ensilage cutter is manufactured by the Climax Corporation, Batavia, N. Y. It is distributed by the P. J. Downes Co., Minneapolis, Minn., from whom repairs may be had.

M. & S., Sask.—Casting G—100 is for a "Cyclone" feed grinder, as distributed by Beatty Bros., Ltd., Winnipeg. Your order has been transmitted to this firm.

J. B., Man.—The Giant Killer feed grinder is manufactured by the Swift Manufacturing Co., Waterloo, Iowa. Write the factory direct for parts.

F. E. S., Sask.—We do not think you can secure repairs for a Bradley hay press. This machine was formerly manufactured by the David Bradley Plow Co., Bradley, Ill., which concern was absorbed by Sears-Roebuck Co., Chicago.

H. A., Sask.—Feed grinder with leg K227 and plates R18, is a "Diamond", manufactured by the New Winona Manufacturing Co., Winona, Minn.

H. E. L., Sask.—The small horse-power grinder, Victor No. 2, is manufactured by the Bauer Bros. Co., Springfield, Ohio. No parts are carried in Canada. Write the factory direct for necessary repairs.

L. C., Sask.—Bearing spool B720, and bearing cup H776, are from an "Economy" disc harrow, made by the Moline Plow Co., Moline, Ill. You can procure parts from the John Watson Manufacturing Co., Winnipeg.

S. Implement C., Sask.—So far as we are aware the only stubble burner at present being sold in Western Canada is distributed by the Agricultural Supply Co., 920 Union Bank Bldg. They sell at $15 retail. Information may be had from the company.

O. W., Sask.—Regarding source from which to get stubble burners see answer to S. Implement Co.

W. Machine Co., Sask.—Later information shows that part S100 is a double-tree support for a disc harrow made by the Stoddard Mfg. Co. This company are now out of business and repairs cannot be obtained.

C. H. N., Sask.—The Canton is an old style disc harrow made by the Parlin & Orendroff Co., Canton, Ill. The P & O line was taken over by the International Harvester Company, and the nearest branch can get the necessary parts for you, or write direct to the P & O Division, International Harvester Co., Canton, Ill.

J. A. C., Man.—Your enquiry as to subscriber requiring a flour mill for small town requirments has been forwarded him direct. He will doubtless advise you as to whether your mill will suit.

C. O., Man.—The New Racine thresher is made by the Belle City Manfg. Co., Racine, Wis. This line was formerly handled by the International Harvester Co., and they may still have some repairs. Failing this, write the factory direct for parts.

C. J., Man.—Stump pullers are manufactured by the Kirstin Canadian Co., Ltd. Sioux Ste, Marie, Ont., also by the Tudhope, Anderson Co., Orillia, Ont. Write these firms for prices.

Manufacturers-Distributors-Wholesalers

Assure a Demand for Your Lines in 1922
By using Regular Trade Advertising

Build Business by Consistent Advertising in

Proven Reader Confidence and Reader Preference

CANADIAN FARM IMPLEMENTS

Western Canada's only Implement and Tractor Trade Journal

Reaches Tractor and Farm Equipment Dealers in Canada's Greatest Sales Territory

Our Subscribers sell Equipment to over 300,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine Oils, Greases, etc.

The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

THE implement industry is in a better position today to compare its 1922 with its 1914 prices than any other industry. It is necessary to talk prices and values to the dealer to "sell" him on the fact that implement prices are fair. Commence your 1922 advertising campaign NOW.

¶ The advertiser who has a widespread and efficient dealer organization—with adequate local stocks—will be most apt to get the early farm trade.

¶ Keep your product before practically every tractor and farm machinery dealer in Western Canada by concentrating your trade advertising in Canadian Farm Implements. Maintain your reputation for progressiveness in selling.

¶ Advertising in Canadian Farm Implements reaches an exclusive trade field. Every unit of circulation pays. You cater to the dealer's convenience, save his time and keep your lines before the trade effectively and economically. You help the dealer balance rival claims. When your salesman calls, your advertising has paved his way. It saves the time of both dealer and salesman—and you reach the very best type of dealer.

¶ We are back to *real merchandising*—to a question of *turnover* and *profits*. Back the quality of your goods by reaching the best men to sell your products. Lower your sales costs by using our pages.

Advertising Rates and Distribution of Circulation sent upon request

GD

GRAND DETOUR TRACTOR PLOWS

GRAND DETOUR PLOW COMPANY 1837

Trade Mark Registered

Satisfying Users—an 84-Year Habit

EIGHTY-FOUR years ago the first makers of Grand Detour Plows determined to *completely* satisfy the plowman.

Not only did they do this—back in 1837—but each year since then they have stuck right at it!

Every Grand Detour plow from the very start has made good on its job—and through the years has added steadily to Grand Detour's growing reputation for strength, reliability and superior design.

As a result, four generations of Grand Detour dealers have sold *satisfaction.* Their profits have "stayed put" year in and year out—for Grand Detour users keep coming back for *more plows* but *not* for replacements and free repairs.

NOTICE

We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

Grand Detour Tractor Plows and Repairs are sold and carried in stock by

J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis. *and all branches*

ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind. *and all branches*

AVERY CO., Peoria, Ill. *and all branches*

J.I.CASE THRESHING MACHINE CO.,Inc.

DIXON, ILLINOIS · GRAND DETOUR PLOW DIVISION · EST. 1837